Journal of Housing

• *October 1959*

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Journal of Housing

October 1959
Volume 16—Number 9

Publication of the
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OF HOUSING AND
REDEVELOPMENT OFFICIALS
1313 East Sixtieth Street
Chicago 37, Illinois
John D. Lange, Executive Director

35

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Letters to the Editors

NAHRO REORGANIZATION APPROVED

In regard to the recommendations of the Organizational Structure Committee approved by the NAHRO Board of Governors, let me say that the suggested changes have been reviewed by the staff here and we are in accord with the proposed changes. I appreciate the fact that NAHRO's job is getting bigger all the time and the people here who are active members are looking forward, with me, to working closely with this fine organization in the year ahead.

R. L. Steiner, Director
Baltimore Urban Renewal and Housing Agency

The International Conference Chapter of NAHRO, in a meeting at Hamilton, Ontario on September 17 and 18, passed a resolution supporting the proposed organizational changes in the NAHRO constitution. The vote in favor of the changes was unanimous.

It is with pardonable pride that we of the International Chapter point out that we have been a little ahead of our parent organization. About two years ago we changed our bylaws to hold elections biennially. If we were to eliminate urban renewal members, we would cut our membership in half. Our president, John Brown, is the renewal man for the Ontario Department of Planning and Development.

We believe the biennial NAHRO meeting will be a boon to chapters. It, we believe, will stretch the travel funds of authorities, which, in turn, will increase participation in chapter meetings.

Our chapter has always encouraged membership from persons engaged in housing, renewal, planning, architecture, etc. The broadening of NAHRO's constitution will make it easier for us to secure individual memberships in NAHRO.

William J. Sutcliffe, President
NAHRO International Conference Chapter, Buffalo

D.C. ARGUMENT HAS TWO SIDES

It has come to our attention that a recent official statement of our organization, the National Conference of Catholic Charities, has been submitted to criticism in the columns of the July-August issue of your magazine. We have not received a copy of this criticism and have had the chance but briefly to check it through.

Despite its gentle language, however, your recent "President's Corner" on renewal in Southwest Washington amounts to a highly partisan presentation of what we felt, when we entered into a study of it this past 17 July, was a most significant issue. We are sure you will not begrudge us the chance to indicate the existence of, and some of the arguments for, the other side of the case. Sometime in the middle of October we shall publish a lengthy report on urban renewal in Southwest Washington. This report will be available at $2 per copy, prepaid from our office. It will de-

(Continued column two, page 310)

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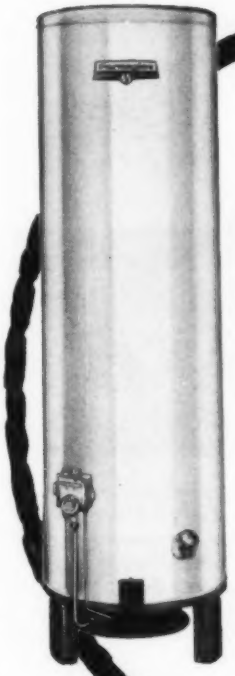

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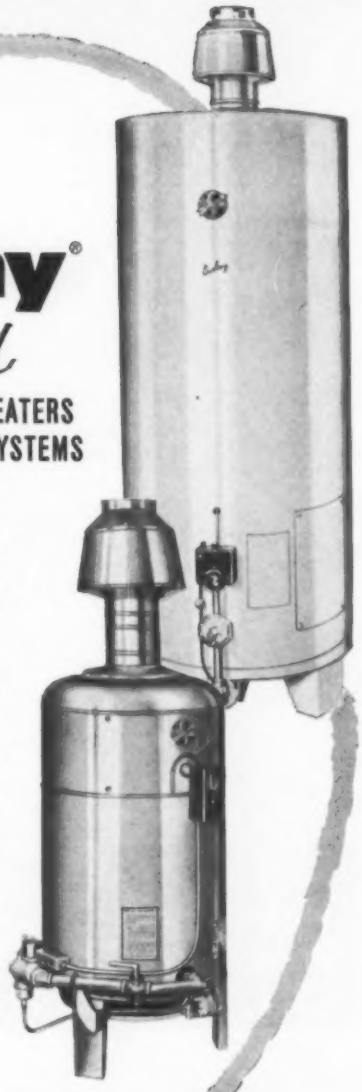

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Personals

LAWRENCE VEILLER,
pioneer advocate of local housing codes as a means of upgrading housing and health standards, died in New York City September 1. His death at the age of 87 ended a life "well spent and well to be remembered," noted the *New York Times*. Mr. Veiller was a nationally recognized figure for his work in the fields of housing codes, zoning, and tenement reforms from the turn of the century through the early '30s. In the years around 1910, he headed the National Housing Association, now extinct, which operated on a nationwide basis to sell communities on the association's "model housing law." Cities like Minneapolis adopted the law—in 1917; in other instances, it served as the prototype for statewide housing laws in such states as Iowa, Illinois, and Pennsylvania. Mr. Veiller was also the guiding hand behind *Housing*—NHA's quarterly journal, which worked to stimulate good housing standards nationally. In later years, he became identified as a veteran campaigner in New York City's housing reform movement. He saw service as chairman of a division on housing during the administration of Mayor James J. Walker, championed proposals for the creation of special housing courts, and advocated a strong program of slum clearance via a specially created authority. In 1928, Mr. Veiller was named a member of an advisory committee on city planning and zoning established by Herbert Hoover, then secretary of commerce. And, in later years, his sphere of public service widened to include extensive work with state criminal procedures and court reforms.

D. REID ROSS,
executive director since early 1956 of the Better Housing League of Cincinnati and Hamilton County, Inc., leaves the league as of November 1 to become vice-president of a firm slated to build low-cost housing in Puerto Rico. Before coming to Cincinnati, Mr. Ross was assistant to the executive director of the Providence Redevelopment Agency and earlier was engaged in planning and community research work in Chicago. In NAHRO, Mr. Ross has been a hard and productive worker: as one of the members of the local host committee for the 1959 conference in Cincinnati, he raised most of the funds for the generous local hospitality extended delegates and also found a sponsor for a special housing and planning exhibit at the municipal art museum, timed to be open for conference delegates. For the past two years he has headed up the Association's Public Relations Committee and has been active in the work of the Research and Statistics Committee and of the Joint Committee on Housing and Welfare.

D. E. MACKELMANN,
for the past 12 years a top adviser to Chicago's mayor on housing and urban renewal, was named commissioner of the city's Community Conservation Board, effective September 9. Mr. Mackelmann succeeds Jeremiah P. Holland, a retired army general who has headed the board for the past 19 months and who took over from Richard Smykal, also a retired general. In the board job, Mr. Mackelmann will direct an agency created in 1953, charged with the designation of, and preparation of plans for conservation of neighborhoods of 160 or more acres.

Mr. Mackelmann's housing experience dates back to the early years of NAHO, when he served a stint as an Association intern. In 1937, he was appointed executive director of Chicago's Metropolitan Housing Council, a post held through 1941—year when he took a defense housing job in Washington, D.C. Following army service and a one-year tenure with the veterans housing program in Washington, Mr. Mackelmann returned to Chicago in 1947 to an appointment as deputy housing and redevelopment coordinator. With the closing of the coordi-

(Continued column two, page 308)

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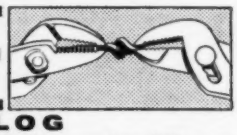

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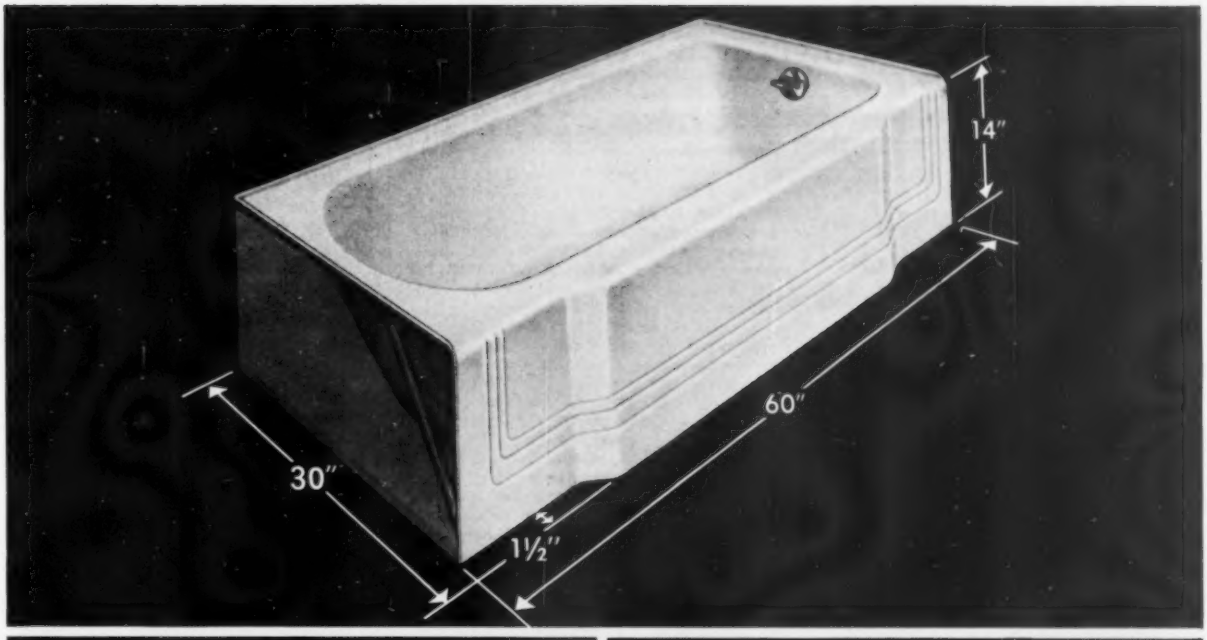

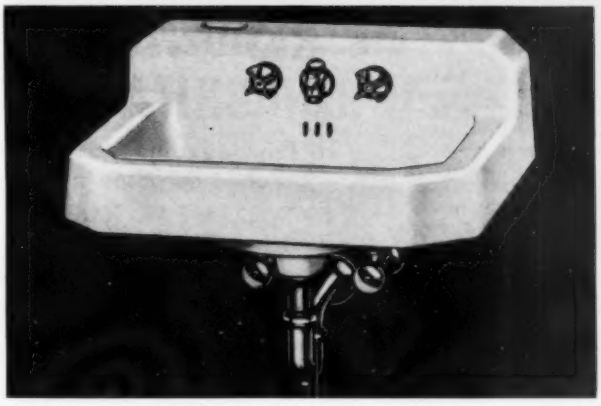

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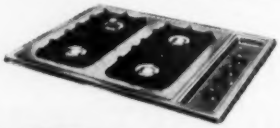

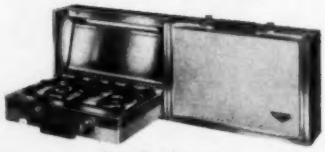

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nator's office in 1957, he became a consultant to the city's planning commission. In the board job, Mr. Mackelmann will continue supervision over the city's tenants relocation bureau and as executive secretary to the Neighborhood Redevelopment Commission.

WILLIAM R. JOHNSON,
maintenance superintendent of the Dallas housing authority and a founder and respected worker in behalf of NAHRO's Technical and Maintenance Section, died September 5. He was 61 years of age.

A man of many talents, Mr. Johnson was one of the oldest employees in point of service in the state's low-rent housing program. He began his career in Dallas, his native city, with the creation of the authority in 1937. With the expansion of the local program, he came to head up the total maintenance operation. Throughout his agency tenure, Mr. Johnson was a "booster of morale and inspiration to loyal service," notes the authority's executive director, James Stephenson. Among his contributions: origination of "just for fun" ideas for an "Old Timers Club" certificate and a "P.H.D." (Public Housing Degenerate) certificate in recognition of ten and 20 years' authority service, respectively (see March 1958 JOURNAL, page 93).

An active member for many years of NAHO, then NAHRO, Mr. Johnson also contributed much to the establishment and work of the T&M Section. With the creation of the Section in 1950 and through 1958, he held various regional and national T&M posts. Mr. Stephenson expressed the sentiments of NAHRO, and the Section in particular, when he noted that "this authority has suffered a real loss in the death of Mr. Johnson."

SOL ACKERMAN,
Milwaukee's first urban renewal coordinator (see July 1956 JOURNAL, page 255), in late September became vice-president for redevelopment of Samco Investments, Inc.—a local development firm planning work in redevelopment and housing for the aged. The firm has done substantial work in Milwaukee and is expanding operations in other midwestern cities. Mr. Ackerman is a long-time worker on the Milwaukee scene: prior to 1950, he was with that city's housing authority for three years, working as a plan analyst. Later, he was a program analyst for the Chicago Land Clearance Commission, returning to Milwaukee in 1956 to take over the then newly created coordinator's post. In NAHRO, Mr. Ackerman has been active on a variety of fronts, particularly in the Redevelopment Section, which he served during 1958-59 as a member of the executive committee. This spring, he was elected second vice-president of the North Central Regional Council.

WILLIAM H. DUNN,
veteran commissioner and present chairman of the Schenectady, New York housing authority, came in for a signal honor October 2, with his appointment as acting postmaster of that city. Mr. Dunn's permanent appointment is anticipated when Congress reconvenes in January. In point of service, Mr. Dunn is one of the authority's veteran supporters, having been named a commissioner in 1938. Later he served as chairman from 1945

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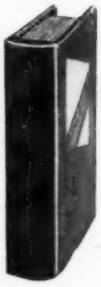

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to 1951 and again from 1954 to date. Paralleling his authority service has been a distinguished career in public and other civic offices. Until his new appointment, Mr. Dunn was the state deputy director of civil defense for the six-county area surrounding Schenectady. Earlier, he served as county sheriff, city council majority leader, alderman, and as president of the common council, respectively. Long active in NAHRO, Mr. Dunn was honored editorially by the local press in 1951 for his "experience and knowledge of housing problems . . . not only locally but in state and national housing circles."

STANLEY M. SHERMAN,
former Webb & Knapp worker on the original redevelopment plan for southwest Washington, leaves a post he has held for the past three years as assistant professor of architecture at the University of Michigan to become chief of project design with the District of Columbia Redevelopment Land Agency. During his faculty tenure, Mr. Sherman participated in the redesigning of Detroit's central business district and conducted a study on the potential development of Washington's Potomac River waterfront. Mr. Sherman is a graduate in architecture from Harvard University's school of design and studied architecture and planning in the Netherlands under a Fulbright award.

WILLIAM REID,
chairman of the New York City Housing Authority since May 1958, has been named by Governor Nelson Rockefeller to the advisory board of a new state office of local government. Set up by the legislature this year, the office aims to aid local governments in their dealings with the state and to work toward the solution of complex local problems. Mr. Reid comes to his advisory appointment with a background as consultant in municipal management and as a former deputy mayor of New York City.

MRS. ORA BELLE ROLLOW,
management supervisor with the Little Rock housing authority and long-time worker in NAHRO activities, left Little Rock for a new post with the Houston housing authority as of September 15. Mrs. Rollow is especially well known to members of the Southwest Regional Council, which she has served in many capacities. Currently, she heads the region's management committee.

EINAR H. HENDRICKSON,
former project director for a Utica, New York Section 314 demonstration grant study (see August-September 1958 JOURNAL, page 259), has moved to Seattle to become planning and public works consultant with the University of Washington's bureau of governmental research and services. Prior to the Utica assignment, Mr. Hendrickson headed up Vancouver's city planning program for five years.

DAVID S. OREM,
staffer with the Washington, D.C. office of Webb & Knapp's National Corporation, goes to Philadelphia as project manager for the firm's Society Hill project—in the officially titled Washington Square East redevelopment area (see March JOURNAL,

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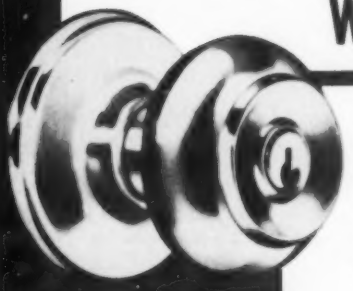

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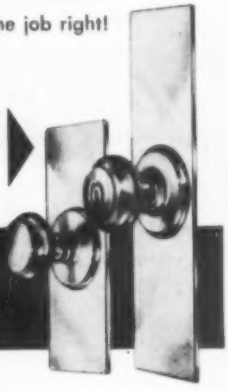

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page 161). Mr. Orem, a graduate of Oberlin College and the American University, was with the Federal Housing Administration before joining Webb & Knapp in 1958. In Philadelphia, he will be working on the firm's major project in that city: Society Hill is estimated to cost 18 million dollars exclusive of land. Plans include the rehabilitation of historic buildings; construction is to start up in late 1959.

CHARLES C. WEINZ,
member of the management staff of the Chicago Housing Authority since its creation in 1937, died September 14. Mr. Weinz was managing the Julia C. Lathrop Homes at the time of his death, a post held since 1953. Earlier, he had headed up Jane Addams-Brooks Homes. Prior to his CHA association, he was on the staff of the United States Housing Authority office in Chicago. Mr. Weinz had been a NAHRO member for over 20 years.

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LETTERS—

(*Continued from page* 304)

tail, in particular, that situation to which your president referred in the aforementioned "corner." We invite the attention of your readership, in the interests of fair play, to this report.

The Reverend Robert G. Howes, Washington, D.C.

MORE PLUGS, JULY-AUGUST ISSUE

We respectfully request permission to reproduce the article entitled, "Relocating Small Businesses" as it appeared on page 237 and "Relocation News," page 239, in whole or in part, giving credit, as published in your July-August 1959 issue.

Kentucky Retail Food Dealers Association

When I looked over the July-August issue of the JOURNAL, I was very much interested in pages 235 and 236, where you have various references to literature dealing with the "site valuation" system in New Zealand and other parts of the world. Would you be good enough to give me these details? In what issue of the *American Municipal News* was a story on this plan carried? What is the exact title of the book published last year by Harper & Brothers?

Leo Grebler, University of California, Los Angeles

Enclosed is our check for $2.50 for which please send us five copies of your July-August issue of 1959.

Our attention was called to an article in this issue by reference to it in a reprint of an article by *The Providence Bulletin* by the *St. Louis Post-Dispatch*. We refer to the article on the relationship of taxes to slums and housing.

On occasion as our funds permit we prepare a bulletin or pamphlet on economic problems and on the economic science of public and private revenue. We are especially interested in simplification and alteration of the incidence of taxation in our present tax structure along lines suggested in your article. We assume it will be all right to reproduce sections of this article with proper credits.

Noah D. Alper, President
Public Revenue Education Council
St. Louis, Missouri

Newark is engaged in a study of the use of tax incentives to encourage rehabilitation, conservation, and tax policy designed to "do in slums." We read your article concerning tax incentives in the July-August issue of the JOURNAL OF HOUSING. We would like to obtain copies of the various municipal ordinances and state laws on this subject that were described in your report.

Will you, therefore, please send us the exact citations on the "tax incentive legislation" of: Cook County, Illinois; New York City; Kansas City, Kansas; Milwaukee, Wisconsin; Boston; and the states of Wisconsin and Massachusetts, so that we may obtain copies.

Dorothy H. Cronheim, Director, Newark Commission on Neighborhood Conservation and Rehabilitation

HOUSING CODE JOB REVIEWED

I thought that the housing code conference sponsored by NAHRO as reported in the May JOURNAL was a good one, especially since it was a "first." It appeared that, for most of the participants, housing code enforcement was a relatively new program and, therefore, the conference had to deal with the subject in an elementary fashion.

For myself, I would have benefited much more from a more advanced treatment of the subject. Having been involved in this field since the fall of 1952, when I began staff work on the drafting of a new housing code for Philadelphia, I found that much of the material covered was "old hat." In visiting with other people from the half a dozen or so cities that had been carrying on housing code enforcement for a number of years, I found that they felt the same way. Therefore, my first suggestion is that in the future there should be an opportunity for the "old-timers" to have one or more seminars to consider some of the problems that arise once a program is fully on its way.

Secondly, I found that the dis-

(Continued column two, page 327)

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HIGH-RISE MANAGEMENT, DESIGN PROBLEMS

as found in Caracas studied by international team

ERIC CARLSON, an American now serving as technical adviser in the central coordinating and planning office of the Republic of Venezuela has given the JOURNAL the following quick sum-up of a 300-page report published in April, recording the findings of a study of the above problems. The study was conducted early this year by an international team representing administrators, managers, social workers, anthropologists, architects, planners. The study focused on the virtually catastrophic management and maintenance problems found in the 97 dramatic 15-story apartment buildings that have made worldwide architectural headlines for Venezuela since the first ones went up in 1954 (see February 1956 JOURNAL, page 45). In view of the urgency of the public housing management problems being encountered in many cities here in the United States in high-rise structures, the JOURNAL solicited information on the findings of the study.

Suppose you were the new administrator of a famous housing agency and found:

- —Unpaid rents, amounting to 5 million dollars
- —Monthly losses of $500,000 in direct maintenance and personnel costs
- —Four thousand families living in apartments that they have illegally invaded
- —Shack towns of *ranchos* springing up on every one of your projects sites, with no police protection available
- —Schools for only half of the estimated 40,000 school age population (five to 14) living in the housing projects under your jurisdiction
- —Community facilities taken over and used as barracks by hundreds of families
- —Juvenile delinquency and crime rates sharply increasing
- —Tenant associations in the hands of political agitators
- —Serious maintenance difficulties, created partly by poor design and partly by lack of social adaptation of heterogeneous population
- —Prevalent overcrowding and illegal subletting and double occupancy
- —Administrative incompetence and disorganization at all levels
- —A potentially explosive political atmosphere impeding drastic measures

The above are some of the conditions that existed in Caracas, Venezuela towards the end of 1958 in the 97 15-story high-rise apartment buildings known as *superbloques,* constructed by the Banco Obrero, the autonomous government housing agency, during the Pérez Jiménez dictatorship between 1954 and 1958. The superblock projects cost roughly 200 million dollars and house an estimated 180,000 persons . . . but the accompanying social, economic, and administrative difficulties were found to be so serious last year that, in effect, a civil anarchy prevailed, seemingly hopeless to resolve through ordinary means.

The situation was complicated by the fact that a one-year provisional government by *Junta* was in power, dating from the overthrow of the dictatorship on January 23, 1958, and the constitutional government of President Rómulo Betancourt was not to take office until February 13, 1959.

Study Launched

The magnitude of the problems encountered, plus the fact that the superblocks were internationally-famous propaganda symbols, generated pressures for an independent evaluation study to assist the besieged interim management of the Banco Obrero in its search for order out of the existing chaos.

As a step in this direction, the Pan American Union's Inter-American Housing and Planning Center (CINVA) in Bogotá, Colombia was requested to direct an evaluation project that would cover the social, economic, technical, and administrative aspects of the superblocks and have the following ob-

When study began, "ranchos" or shacks were proliferating on all project sites

jectives: (1) to establish criteria for future policy with regard to the construction of superblocks; (2) to recommend to the Banco Obrero immediate steps for improving living conditions in the superblocks and for the conservation of the investments that have been made in this type of construction; (3) to recommend to the Banco Obrero, and other authorities concerned, long-term steps for the management of the superblocks and the integration of their inhabitants with the community by means of educational and social programs.

The Banco Obrero agreed to pay for the costs of the study, although assurance was given that it would be conducted with complete freedom and independence. Two steps were taken that proved most helpful for orientation and liaison purposes: an advisory committee for the project was formed in December, composed of representatives of Venezuelan professional, civic, labor, and private groups concerned with housing. This group met at regular intervals, to review and discuss the preliminary findings of the consultants and the work of the project as a whole. Also, a three-man coordinating committee was established by the Banco Obrero to maintain liaison with the team of the evaluation project and to facilitate its work.

In March, the chairman of the advisory committee, Luis Lander, a former minister of public works, was named director of the Banco Obrero, thus helping to assure that the conclusions and findings would be carried into practice. In line with the recommendations of the report, the Venezuelan government is presently studying the establishment of a national housing policy and program with broad coordinating powers.

The study itself was conducted by an international, interprofessional team during a three-month period ending April 1 of this year and the final report of 300 pages was made available for distribution at the First Venezuelan Congress on Housing, from April 12 to 19. A central staff of three (two on a half-time basis, was reinforced by seven consultants, who were brought in at staggered intervals for periods of one to four weeks each.

The final report, published in Spanish, consists of six basic chapters:

I. General Considerations—the Housing Policy of Venezuela and the Superblocks.
II. Characteristics of the Superblocks and Their Population.
III. Technical and Design Aspects.
IV. Community Services and Social Aspects.
V. Administrative Aspects.
VI. Recommendations and General Considerations.

There are also 17 annexes, containing the results of various surveys, case studies, financial information, proposals for reorganization, methodology, bibliography, etc.

Major Conclusions

What were some of the major recommendations that emerged?

In the first place, the evaluation project came to the conclusion that the government should suspend all construction of superblocks until there exists a defined housing policy related to the economic and social development of the country and within a process of national planning and coordination. It was found that the massive construction programs in Caracas had served to attract heavy migration to the city from rural areas and, therefore, severely intensified the housing problem in the capital. Even though the superblocks projects now house 13 per cent of Caracas, at least 35 per cent of the present population of 1.2 million lives in 140 areas of slums or *ranchos*.

The management problems and social considerations also indicated the desirability of other types of housing programs, taking into account the findings of the report. It was pointed out that a projection over a 60-year period of the present costs for personnel and maintenance of the superblocks would arrive at a figure more than duplicating the initial investment in the projects for land, construction, facilities and services, etc.

The Banco Obrero and the Venezuelan government are now applying a policy of stimulating rural and regional development and promoting housing construction in the smaller cities and communities of the country, as a basic element in helping to stabilize the population and increase agricultural production. Several new towns with industrial bases are planned for the Caracas region, to aid in diminishing the pressure on the central core. Land and utility programs and aided self-help and mutual-help projects are also being given strong encouragement.

Emergency Recommendations

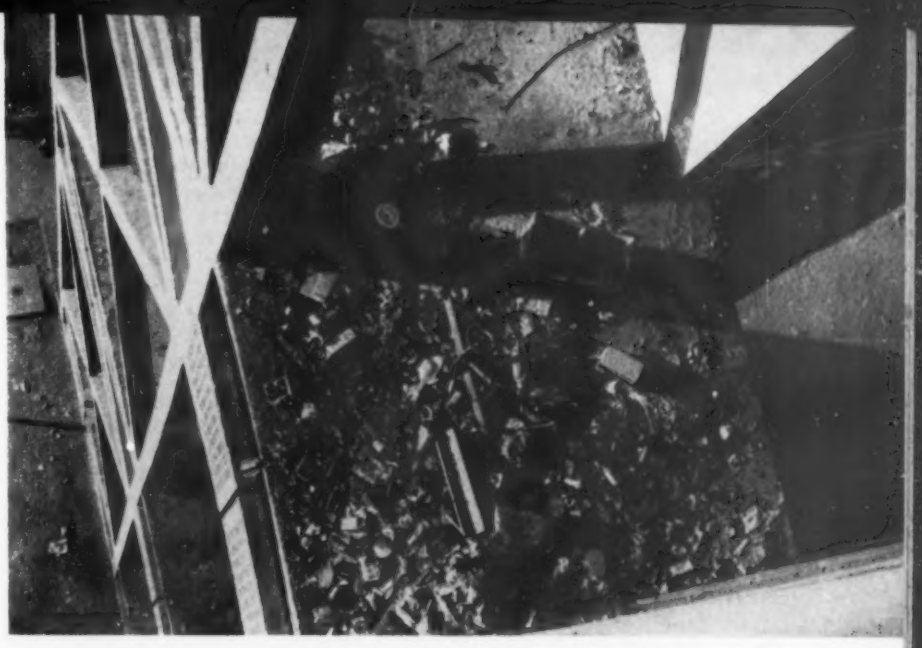
The evaluation project included a series of basic recommendations for an over-all national housing program for Venezuela, the majority of which are receiving special attention and action. But, obviously, emergency action was called for to confront head-on the most serious problems listed at the beginning of this article, with priority given to the immediate administrative procedures necessary. The most important were:

1—An educational and public relations campaign to explain to all tenants the new policies and procedures of the Banco Obrero, taking into account that more than 80 per cent of the families had been forcibly moved into the superblocks from their former dwellings, or *ranchos*, on the hillsides under the dictatorship by "bulldozer law."

2—Reappraisal of the costs of the superblocks and the individual apartment units to determine their real value, with such reappraisal to determine the new rent and management policies. Families who have shown responsibility and regularity in rent payments to be offered the option to buy their apartments under favorable terms that they can afford.

3—Decentralizing all functions of rent collection and payment to the projects, establishing special offices for this purpose, which would also stimulate savings deposits by the tenants.

4—Establishment of a special provisional office responsible directly to the director of the Banco Obrero, to devote itself exclusively to the problems caused by the invasion of apartments, to establish occupancy standards, and to translate policies into effective administrative measures, which, once in effect, are to be carried out by the regular departments of the Banco Obrero. The work of this office is to begin in one of the projects where the chances seem good for successful accomplishment within a short term: the experience to determine the type of action programs necessary in the other projects.



Evidence of damage resulting from (top) structural and (bottom) human errors

Design Difficulties

The architectural and technical deficiencies noted were found to be less important than the administrative and management considerations but, nevertheless, some important points were made. Of the 85 high-rise buildings in Caracas, itself containing 16,069 apartments, the most typical are the 66 buildings of 150 apartments each. There are 15 building with 300 apartments and four with 450 apartments. All have 15 stories, with open corridors on the fourth, eighth, and twelfth floors. The apartment sizes vary from two to four bedrooms and the population of a typical building ranges from 1100 to 1500 persons.

The lack of careful programming was one of the principal causes of the deficiencies noted, as well as the lack of clear principles and standards necessary for the provision of community facilities and

services in terms of quality and quantity. The decision to embark on a massive "crash" program of building superblocks was made with little previous economic or social study or planning. There was no progressive improvement in design standards for subsequent construction and evidently little was learned from experience, as the first buildings constructed are as good or better than the newer ones.

The interior location of the staircases is probably the most serious design defect, causing grave social and maintenance difficulties. In the Caracas climate, well-placed balconies are essential to satisfy the needs of people previously met by the interior patio or corridor in rural housing but, in the majority of the buildings, the balconies had been eliminated. It was recommended that further studies be made of the actual use of kitchens, wash areas, and bathrooms to determine the improvements needed, with special attention to the provision of adequate counter and storage facilities, improvement of closet design, etc. For all public areas, the use of more resistant, durable materials was urged. It was suggested that every project should include "model" apartments to demonstrate the best use of space, facilities, and simple, economical furniture. To overcome the impression of monotony and the lack of human scale, recommendations were made for space usage of outside areas, to create small, well-defined, closed environments; for landscaping and the planting of large trees; and for concentration on site planning details, such as playgrounds, benches, low walls, changes in level, etc.

Social Facilities

Far more serious deficiencies were found with regard to the provision of social programs and facilities in connection with the superblock projects in Caracas, although in general the social work programs for housing in many Latin American countries are more advanced than in the United States. Listings were made of available community services both within and outside the projects and of the services and facilities actually used by the tenants. Observations were included on the cultural values and attitudes of the families and on the physical and human aspects impeding greater group integration.

As a general policy, it was recommended that the Banco Obrero make every effort to turn over responsibility for the provision and maintenance of certain community services to the agencies and institutions normally responsible for them. All such programs and services should be open to the population at large of the city and not be restricted exclusively to the inhabitants of the superblock projects. The creation of democratically elected tenant associations as a means of instilling moral and material responsibility and civic pride in community development was also urged. It was recognized that many of the families living in the superblocks have migrated from rural areas and are unequipped culturally, socially, and emotionally for the "shocks" and disciplines imposed by urban standards and living conditions. They will need special guidance and orientation, which should be provided initially by a much strengthened and improved social work and community development department.

Results to Date

In the few months that have elapsed since the publication of the evaluation report, steps have been taken to carry out most of the specific recommendations, and a new spirit is prevalent, far from the hopeless scene that existed at the beginning of the year. The Banco Obrero itself, under the capable leadership of Luis Lander, has been thoroughly reorganized and an effective working management team is making excellent progress. Rent collections are sharply up and, given the choice, the overwhelming majority of the tenants of the projects are showing that they wish to acquire their apartments in ownership. Basic terms are 10 per cent down payment, with balances to be paid off at 4 per cent interest over either 25 or 30 years. If the tenant does not have sufficient cash for his equity payment, he can enter into an option-to-purchase plan and acquire his equity over a five-year period by making slightly higher monthly payments. Tenants who do not wish to purchase may continue in occupancy on a straight rental basis but are now required to adhere to all the rules and regulations of occupancy. All occupants who have made 12 regular payments by May 1960 will receive a special certificate or diploma and the Banco Obrero will cancel any previously owed rent. Those tenants who have been continually punctual and regular will receive a special bonus.

The gradual withdrawal of the Banco Obrero as the one and only "landlord" of the 180,000 persons in the superblock projects is bound to produce a more normal social and community scene, even though there will be some undeniable administrative problems.

Notable progress is also being made in the construction of new schools and other community facilities for the projects, the provision of new markets, the organization of consumer cooperatives, in-service training for Banco Obrero employees. There is no doubt but that this is one evaluation project that has "paid off" directly and immediately and that the comprehensive approach of including social, economic, technical, and administrative factors in the study was indispensable to its success.

The report of the project, entitled *Proyecto de Evaluación de los Superbloques del Banco Obrero, Caracas, Venezuela* is being summarized in English and will shortly be issued by HHFA.

The staff and consultants for the evaluation project were as follows:

Director: Eric Carlson, at time of study, Director of Inter-American Housing and Planning Center (CINVA), Bogotá, Columbia, now Technical Adviser in the Central Office of Coordination and Planning of the Republic of Venezuela.

Coordinator: Josephina Albano, Chief of Social Work Section, Pan American Union, Brazilian.

Director of Research: José Matos. Anthropologist, Peruvian.

Consultants (participated in projects at intervals one to four weeks each): General Policy—Carl Feiss, Planning and Urban Renewal Consultant, Washington, D.C.; Administration—Carlos Alvarado, Executive Vice-President, Puerto Rican Planning Board; Economic Aspects—Lloyd Rodwin, Director, Center for Urban and Regional Studies, Massachusetts Institute of Technology; Housing Management—Rodrigo Carazo, Director, Housing and Planning Institute, Costa Rica; Planning Aspects—César Garcés, CINVA, Colombian; Engineering Aspects—Raúl Ramírez, CINVA, Chilean; Architectural Aspects—Alec Bright, CINVA, British.

1959 HOUSING ACT SUMMARIZED

President Eisenhower on September 23 signed the 1959 omnibus housing bill. There was no word from the President as to what he thought about the measure. The September 23 action marked the end of another dramatic year in the colorful up-and-down history of housing legislation. It was a year in which the veto power was used to cut down, not one, but two good housing measures—measures not too unlike the one that finally was enacted (see September JOURNAL, *page 287 and July-August* JOURNAL, *page 225). It was a year of sparkling oratory in behalf of housing on Capitol Hill. It was a year in which housing and renewal racked up impressive bipartisan support. And it was year climaxed with enactment of a kind of law that, for the most part, should encourage every housing, redevelopment, and urban renewal official. Public Law 86-372—the 1959 housing act—contains most of the ideas advanced and/or supported by NAHRO in its testimony before Congressional committees, as the following summary will show.*

URBAN RENEWAL

Grant authorization—350 million dollars available immediately; an additional 300 million dollars on July 1, 1960.

Also, a provision aimed at limiting the Urban Renewal Administration's power to ration capital grant funds provides that grants made to a locality within applicable statutory dollar amounts and percentage limitations may not otherwise be restricted, except on the basis of urgency of need and feasibility.

Grants for community programs—Capital grants of up to two-thirds the cost may now be made for planning of community renewal programs.

Low-rent housing in renewal areas—Local housing authorities may buy land in renewal areas at a price equal to the fair value to a private developer of a site for similar rental housing; tax exemptions required under the public housing law shall be accepted as local grants-in-aid under the urban renewal program.

Expediting renewal projects—HHFA may permit land acquisition and clearance prior to signing of a loan and grant contract, provided that (1) local law permits such action; (2) land shall not be disposed of until the renewal plan is approved by the community, or the community has consented to the disposal; (3) the loan made to finance acquisition and clearance is secured in a manner satisfactory to HHFA.

Also, HHFA is authorized to expedite projects by omitting or simplifying present detailed requirements of the urban renewal plan.

State quotas—Ceiling has been lifted on the total *loan* authorization that may be obligated in any one state. The 12.5 per cent state limitation on *capital grants*, however, is not altered.

Planning—HHFA is directed to give "particular encouragement" to public agencies set up by the states to operate in behalf of smaller communities proposing to undertake renewal programs.

Also, an appropriation of 10 million dollars is authorized for URA's Section 701 planning assistance program and the program has been changed to (1) broaden the base of agencies that qualify as recipients and to reflect interest in interstate planning; (2) extend planning assistance to municipalities, groups of adjacent municipalities, and counties having less than 50,000 population (formerly was less than 25,000 population) and communities or other political subdivisions suffering from a major disaster; (3) direct HHFA to encourage planning on a unified metropolitan basis and to provide technical assistance for this work.

Relocation—Maximum payments are increased: for families and individuals, from $100 to $200; for businesses, from $2500 to $3000.

Also, payments are authorized for displacements resulting from *any* governmental action in a renewal area and for those displacements caused by programs of voluntary home repair and rehabilitation.

Nonresidential development—Up to 20 per cent of capital grant authority can be used for areas that are not predominately residential and that are not to be redeveloped for predominately residential uses.

Noncash grants-in-aid—Public improvements and facilities cannot be termed ineligible as noncash grants-in-aid for a renewal project solely on the basis that construction was started without notifying HHFA, as long as such construction was started not more than three years prior to signing of loan and grant contract for the project.

Also, the "federal recognition" requirement for noncash grants-in-aid is waived for communities whose projects could not get such recognition during the period July 1,1957-December 31, 1957 because of limitation on the HHFA administrator to make capital grants or to reserve funds.

Colleges in renewal areas—Federal assistance to an urban renewal project is authorized without regard to the "predominantly residential" requirement where an institution of higher learning, either private or public, is located in or near a project and the local governing body determines that the project will assist the institution and further promote the public welfare and proper development of the community. Expenditures made by the institution for purchase and clearance of land within, adjacent to, or in the imme-

diate vicinity of the project can be counted as a local grant-in-aid, as long as such expenditures were made no more than five years prior to loan and grant contract.

Clarifications, refinements, miscellany—(1) Loan contracts under Section 102 of the 1949 housing act may cover the total cost of financing definitive loans to local public agencies, including interest payments (definitive loans cover cleared land made available to redevelopers under lease arrangement). (2) Before turning land over to a redeveloper, LPAs are required to make public the names of the redevelopment firm's officers, principal shareholders, etc.; the estimated cost of the redevelopment; and the estimated rentals or sales prices of the proposed housing. (3) Hotels and other transient housing cannot be constructed in a renewal area unless a competent, independent analysis shows such housing to be needed. (4) Interest costs paid by a city on advances may be included as an item of gross project costs for the renewal project. (5) The date for determining the application of the "going federal rate" of interest under renewal contracts has been made uniform. (6) National and state member banks of the Federal Reserve System are permitted to purchase or underwrite long-term obligations of LPAs, if such obligations are secured by an agreement with URA (FRS banks already had permission to handle short-term LPA obligations).

LOW-RENT PUBLIC HOUSING

Authorization—37,000 units, which must include any units released through old cancelled contracts.

Declaration of policy—Policy statement has been broadened to include the following objectives: (1) to make adequate provision for larger families and the elderly; (2) to vest in local housing authorities responsibility for the establishment of rents and eligibility requirements (see September JOURNAL, page 285).

Low-rent housing in renewal areas—See "Urban Renewal" section above.

Rents and income limits—Existing 20 per cent-of-income rent requirement is dropped; instead, rents and income limits are to be fixed by the LHA, subject to PHA approval, taking into consideration the rent-paying ability of the family and the financial stability and solvency of the project.

Also, the "gap" between private rentals and public housing rentals has been reduced, in the case of families displaced by public action, from 20 per cent to 5 per cent.

The elderly—Age requirements for admission to and occupancy of low-rent housing by elderly have been made to conform generally to the age requirements of the Social Security Act (65 for men, 62 for women, and 50 for disabled persons).

Veterans and servicemen—Priority for admission of veterans, servicemen, and their families has been extended to October 1, 1961.

Payment for services—LHAs using public services and facilities for which separate charges are made are authorized to pay such charges (in the same amounts as would be charged private persons) without the necessity of amending the annual contributions contract.

FEDERAL HOUSING ADMINSTRATION PROGRAMS

General authorization—8 billion dollars; FHA has been prohibited from obligating the insurance fund by any means other than contracts of insurance or bona fide commitments to insure.

Property improvement loans—FHA's home improvement and modernization insurance program has been extended until October 1, 1960.

Section 203 sales housing—Maximum insured-mortgage amount has been lifted: for a one-family residence, from $20,000 to $22,500; two-family residence, from $22,500 to $25,000.

A new downpayment schedule calls for a 3 per cent cash outlay on dwellings valued at up to $13,500; 10 per cent, for those valued at from $13,500 to $18,000; and 30 per cent, for those valued at more than $18,000.

Also, (1) FHA is now permitted to accept Veterans Administration inspections as basis for application of full loan-to-value ratio in connection with the Section 203 program; (2) nonoccupant mortgagors (builders or realtors) are now eligible for mortgage insurance in the same amount as that available to owner-occupants (formerly they were limited to 85 per cent of the mortgage that an owner-occupant could get); (3) in regard to low-cost housing in outlying areas, maximum mortgage-insurance amount is increased from $8000 to $9000, with existing housing made eligible for mortgages as well as new construction; (4) 100 million dollar limitation on insurance authorization for Section 203 "farm" houses has been dropped.

Section 207 rental housing—Maximum mortgage-insurance amount has been increased from 12.5 million dollars to 20 million dollars for rental housing and from $300,000 to $500,000 for trailer parks. Schedule of new increases in dollar limits, per room and per unit, is as follows: $2250 per room limit increased to $2500; $8100 per unit (efficiencies) increased to $9000; $2700 per room for elevator structures increased to $3000; $8400 per unit for efficiencies in elevator structures increased to $9400, and the $1000 additional high-cost area allowance is upped to $1250.

Also, maximum interest rate for Section 207 mortgages is boosted from 4½ to 5¼ per cent.

Section 213 cooperative housing—Maximum interest rates for Section 213 mortgages for management-type cooperative housing have been upped from 4½ to 5¼ per cent and, for sales-type cooperative housing, from 5 per cent to 5¾ per cent.

Mortgage limitations are increased for management-type cooperative housing, consistent with changes in the Section 207 program (see above).

Also, (1) loan-to-replacement cost ratio is increased from 90 per cent to 97 per cent, with the ratio increased from 85 to 90 per cent for an investor building for ultimate sale to a management-type cooperative; (2) existing housing purchased by a management-type cooperative is made eligible for mortgage insurance; (3) FHA-insured mortgages for all kinds of cooperatives are now permitted to include community facilities adequate to serve the housing.

Section 220 urban renewal housing—Mortgage limitations per project, per unit, and per room and the downpayment schedule are altered in line with

changes in the Section 203 and Section 207 programs (see above).

Also: (1) In order to facilitate trade-ins, maximum sales-housing mortgage insurance for a nonoccupant owner is permitted to be as high as that for an occupant owner . . . but the nonoccupant owner is required to put 15 per cent of the mortgage proceeds in escrow pending sale of the property to an owner-occupant within 18 months. (2) In order to encourage exterior land improvement for rental housing developments in renewal areas, FHA-insured mortgages can include such improvements without requiring that they be computed as part of the per room or per unit cost limitations; further, these projects may also include such nondwelling facilities as FHA deems adequate to serve occupants of the project and other housing in the neighborhood.

Section 221 relocation housing—The program has been liberalized as follows:

—Benefits are extended to families displaced from within the environs of a community that has a "workable program."

—Mortgage-insurance limits for single-family homes in high-cost areas have been boosted from $10,000 to $12,000.

—Two-, three-, and four-family structures are eligible where the owner agrees to rent the additional units to families displaced by renewal or other governmental activities. Mortgage-insurance limits for owner occupants are $18,000, $25,000, and $32,000, respectively, for two-, three-, and four-family structures, except in high-cost areas, where the limits are $20,000, $27,500, and $35,000 (for nonoccupant owners, limit is 85 per cent of the value of the property). Minimum downpayment for owner-occupants is $200 per family dwelling.

—Profit-motivated corporations are eligible for program benefits for mortgage insurance that does not exceed (1) 12.5 million dollars; (2) 90 per cent of replacement cost in the case of new construction and 90 per cent of value after repair and rehabilitation in the case of rehabilitated housing; (3) $9000 per unit in normal-cost areas and $12,000 per unit in high-cost areas.

Other FHA measures—(1) A new program has been set up for financing of privately-owned nursing homes. (2) Various changes were made in the way FHA can handle mortgage defaults. (3) Cleared up was Congress' intent that FHA allow a 50 per cent higher mortgage amount in Guam, Alaska, and Hawaii in addition to, not in lieu of, the high-cost area mortgage amounts set up under various programs.

HOUSING FOR THE ELDERLY

Two new programs are set up (Section 231): (1) a direct loan program patterned somewhat after the college housing programs; (2) an FHA insurance program.

Direct loan program—An appropriation of 50 million dollars is authorized for a revolving fund from which HHFA can make up to 98 per cent, 50-year loans to nonprofit corporations willing to build, rehabilitate, or convert housing and related facilities for use by the elderly. Loans would bear an interest rate of not more than the higher of (1) 2¾ per cent or (2) the total of ¼ per cent added to the average annual interest rate on all interest-bearing obligations of the United States.

FHA program—Mortgage insurance of up to 12.5 million dollars for a profitmaking concern or 50 million dollars for a nonprofit or public organization can be issued on rental housing of eight or more new or rehabilitated units, not less than one-half of which are specially designed for the elderly. Profitmakers can get 90 per cent mortgages and nonprofit groups, up to 100 per cent mortgages, with interest rates on both set at 5 per cent, or, if necessary to meet the mortgage market, 5½ per cent.

FEDERAL NATIONAL MORTGAGE ASSOCIATION

Under special assistance operations—(1) A new 25 million dollar authorization for FHA-insured cooperative housing mortgages, with half for consumer co-ops and half for builder-sponsor co-ops. (2) FNMA is given discretion in determining fees and charges. (3) The agency is required to renew commitments issued prior to August 27, 1958, when it is established that hardship would otherwise occur and that failure to deliver the mortgage was beyond control of the mortgage seller.

General—(1) Limit on mortgage amount that may be purchased is upped from $15,000 per unit to $20,000 in secondary-market operations and from $15,000 to $17,500 in special assistance operations, while Section 220 housing is excepted from dollar limits. (2) Advance commitments to purchase mortgages in secondary-market operations are applicable to existing housing, in addition to new housing. (3) FNMA is authorized to assume ownership, servicing, and sale of certain mortgages and other obligations acquired by PHA in connection with liquidation of government housing programs.

MISCELLANEOUS

College housing—(1) Revolving loan fund is increased by 250 million dollars; of the total, 25 million dollars is available for "other educational facilities" and 25 million dollars for student-nurse and intern housing facilities. (2) Nonprofit student housing cooperatives are made eligible for loans.

Military housing—(1) The FHA Title VIII (Capehart housing) program is continued until October 1, 1961, with maximum maturity of insured mortgages increased from 25 to 30 years. (2) New FHA program set up to provide for not more than 5000 units of housing for military and essential civilian personnel.

Voluntary Home Mortgage Credit Program—Program is extended until October 1, 1961.

Farm housing research—Program is extended until June 30, 1961; grants cannot exceed $100,000 during the two-year period beginning July 1, 1959.

Public works surveys—HHFA can use up to $50,000 a year (from revolving fund for public works planning advances) to conduct surveys on the status and current volume of such planning and on further need for public works.

Consolidation of Lanham Act, low-rent housing—LHAs are authorized to commingle Lanham Act and low-rent project funds and to use residual receipts for reduction of federal annual contributions.

REDEVELOPMENT, RENEWAL

progress reported from cities across the country

The following stories, emanating from cities across the country—and from Hawaii—represent a roundup of recent progress and problems on the Title I front.

WEBB & KNAPP GETS TEN-ACRE PITTSBURGH LOWER HILL JOB

Webb & Knapp in August came out on top in the competition for a ten-acre Pittsburgh tract in what is known as the Lower Hill redevelopment project area. The nationally-known firm offered 1.7 million dollars for the land and a plan for apartment development based on an intensive study of the whole 65-acre Lower Hill project area—a study that offered the city bonuses in the way of new ideas and suggestions for developing the rest of the project area.

Described by *Architectural Forum* as "one of the choicest urban renewal jobs in the country," the rebuilding operation won by Webb & Knapp drew bids from 11 developers, some of whom wanted to rebuild ten or more acres and others of whom wanted only small pieces of the land. Among the competitors for at least ten acres: Gateway Development Corporation of Cleveland; S. M. Levinson & Associates of Pittsburgh; Daniel Gevinson and Associates of Washington, D. C. (the firm whose recent success in the bidding for a Brookline, Massachusetts project known as The Farm touched off a storm of controversy—see June JOURNAL, page 207), who offered a plan for developing 20 acres of the Lower Hill area.

Webb & Knapp will construct three apartment buildings at staggered heights on the slope of the Lower Hill. Highest spot on the hillside will go to a 14-story structure; lowest, to a 20-story building. The buildings, designed by I. M. Pei & Associates, will have 935 dwelling units, most in efficiency and one-bedroom sizes. They are expected to be ready for occupancy in 1962.

In addition to the Webb & Knapp portion, the Lower Hill operation includes plans for more residential developments, a civic auditorium, a culture center, and commercial facilities. The project has been under execution since 1955, when it got federal approval for a 12.4 million dollar capital grant reservation.

N.Y.C. SLUM GROUP REVAMPED IN WAKE OF HOT CONTROVERSY

Hotter than the temperatures this summer was a controversy that raged over operations of New York City's Committee on Slum Clearance, the part-time group that is responsible for the full-time job of handling the city's almost 1.5 billion dollar Title I program. Upshot was that Mayor Robert Wagner (1) ordered an investigation of all housing and renewal operations in the city; (2) added some new people to the slum committee's roster.

At the height of this summer's Title I heatwave, New York City newspapers were full of charges and counter charges involving the people who make up the committee and the unusual way in which the committee conducts its business. While not by any means the only committeeman to make headlines, Chairman Robert Moses—who at various times has been described in such terms as "dictatorial," "genius," "shrewd," "suave," "obstinate," "efficient"—was, perhaps, chief butt of the criticism. Also under fire: the committee's system of lining up a sponsor before land is put through what amounts, locally, to the mere formality of public auction and then dumping the clearance and relocation jobs on the redeveloper. As the JOURNAL has noted earlier: New York City-style redevelopment has turned out like the girl with the curl—when it is good, it is very, very good (the city leads the country in Title I operations) and, when it is bad, it is horrid (see October 1957 JOURNAL, page 333).

It was in late August that Mayor Wagner took the step that indicated there may be some big changes in store, not only for the way Title I is run in the city, but all other housing operations as well. The Mayor at that time hired J. Anthony Panuch, a lawyer with a reputation for public administration knowhow, to conduct a survey of the entire area of housing and slum clearance. Mr. Panuch is to report his findings by February 1. Among ideas already advanced: creation of a central agency to plan, coordinate, and administer the city's housing, slum clearance, urban renewal, and related programs; putting the slum clearance committee on a full-time basis; putting the committee more tightly under the control of the mayor and the board of estimate; putting sessions and operations of the committee on an open-to-the-public basis.

Another move touched off by the Title I fracas was enlargement of the slum clearance committee. Named by the mayor to the group were: Joseph P. McMurray, former state commissioner of housing, now president of Queensborough Community College; James D. Butt, recently retired president of Seaman's Bank for Savings and now president of the association that worked up a billion dollar redevelopment plan for the downtown-lower Manhattan area: Jack I. Straus, chairman of the board of R. H. Macy & Company.

Meanwhile, with smoke clearing over the summer's battlefield, the city continues to make progress on the Title I front. With 16 Title I projects already under contract, the slum clearance committee has asked for 10 million dollars with which to pay the local share of land costs during the coming year on eight more redevelopment jobs that are now in the advanced planning stages.

In other developments, recent marks of progress in New York's city rebuilding efforts were the following:

—Tippetts-Abbett-McCarthy-Stratton has been hired to prepare a preliminary plan for the development of an industrial park in what is known as the Flatlands section of Brooklyn. The project—under the administration of the city's Urban Renewal Board—is being developed under a state law that permits the city to assemble vacant, or predominantly vacant, blighted areas that private developers might

not be able to acquire. The land is to be sold to private developers and, though no write-down in cost is permitted under the law, the report is that many companies already have expressed interest in buying the land.

—Ground was broken September 21 for the city's first credit union-sponsored cooperative housing development and the first middle-income housing that is to rise in the widely heralded Downtown-Lower Manhattan redevelopment area (see picture, this page). Cosponsored by the Municipal Credit Union and the New York State Credit Union League, the development will contain 420 units in a 21-story, serpentine-shaped building that was designed by Kelly & Gruzen. Rentals are expected to average around $24 per room per month, after an equity payment of $850 per room. The development is part of an overall Title I redevelopment plan—it was based on the walk-to-work idea —that will include two more cooperatives, a new federal building, a municipal court building, business skyscrapers, and two rental housing developments.

Ground was broken in September for the first New York City co-op to have been sponsored by a credit union. Architect's drawing is shown above.

COLUMBIA ON ITS WAY WITH "PAY AS YOU GO" RENEWAL

The Urban Renewal Administration in April approved a $2,401,977 loan and a $1,666,571 grant for a Columbia, Missouri renewal project known as Douglass School Area No. 1—first phase of a planned 126-acre "pay-as-you-go" program that got city council approval late last year (see January JOURNAL, page 22). Local money for the project is to come as needed from gasoline and cigarette taxes.

The Douglass School Area No. 1 project is an 82-acre undertaking that will combine clearance and rehabilitation operations. At present, the area, which is just north of the city's central business district, is predominantly residential and rebuilding plans call for keeping it that way. Eventually, hope is to undertake renewal of a total of around 126 acres in the same general neighborhood, all on the same "pay as you go" plan.

The unusual arrangement for local financing was the result of failure last year of a bond issue to rack up a required two-thirds vote (see November 1958 JOURNAL, page 374). Despite the loss, city leaders took a high "yes" vote to mean that the people were in favor of renewal but against the use of property taxes to finance the operation as had been proposed. Result was a city council-ordered study that led to the decision to use cigarette and gas taxes. It was feared for a time that local oil dealers would seek a referendum on the gas tax idea but this fear was alleviated when, in dealing with a similar situation emanating from Springfield, the Missouri supreme court held that no referendum is required in the levying of such assessment.

Meanwhile, the local renewal program appears to be enjoying the full support of the city council, civic and business leaders, newspapers, and others. The *Columbia, Missourian* expressed it this way: "Columbia is at the threshold of a new era. A sound urban renewal program is a must if the city is to successfully cope with the problems of an expanding community."

URBAN RENEWAL FUNDS TO HELP PUT OUT THE FIRE DOWN BELOW

Carbondale, Pennsylvania will make the most unique use of urban renewal funds to have come to the attention of the JOURNAL. A $1,566,324 capital grant will be used to put out the fire down below.

Here's the story. For 13 years a fire has been smoldering in coal veins under an around 130-acre area not far from Carbondale's central district. Fumes from the fire through the years have caused at least two deaths and a number of serious illnesses. Because of the disastrous effects of the subterranean conflagration, all dwellings in the affected area have been classified as substandard and, since all efforts to flood out the fire have failed, the city applied for urban renewal funds to dig it out through a strip-mining process. It was in July that the Urban Renewal Administration approved capital grants for what has become known as the West Side Mine Fire urban renewal project (For the present, however, Carbondale can get no loans from URA. Pennsylvania communities already have borrowed up to the statutory limit for any state and so Carbondale must wait for the 1.6 million dollar loan it has requested until repayment from other Pennsylvania projects have replenished the federal fund.)

The West Side Mine Fire project calls for clearance of some 514 dwelling units and the displacement of 425 families; the city has initiated a low-rent public housing program to help alleviate relocation problems. After clearance of existing structures on the site, first job will be to put out the fire. After that the area will be filled,

graded, and reforested until suitable use is found for it. Total cost of the project is estimated at more than 2.2 million dollars.

ATLANTA GETS TO ROLLING ON URBAN RENEWAL PROGRAM

A series of articles describing conditions in the slums that appeared in the *Atlanta Journal* apparently was just the shot in the arm needed to get the city rolling on some big urban renewal plans.

Following the *Journal* articles, things began to happen at a quick clip:

—Several civic and professional groups in the city came out for urban renewal. Among them: the local real estate board, which urged the city to get moving on clearance jobs planned for five areas.

—The mayor began to put pressure on the city council for action.

—The city council, at what was described as "one of the busiest urban renewal and slum condition sessions in its history," set something of a record for progress by: (1) enacting a strong new minimum standards housing code that not only set up stiff penalties for code violations but, also, that set up licensing procedures for multiple dwellings; (2) authorizing use of $15,000 for hiring new inspectors to investigate housing conditions (they are operating under the city's urban renewal director, Malcolm Jones); (3) approving plans for five federally-aided urban renewal projects.

—After a round of public hearings, plans for two of the urban renewal projects were submitted to the Urban Renewal Administration for approval.

—The two project proposals sent off to URA already have gotten an okey for federal financial help. They are the 267-acre Thomasville project, approved July 8 for a $3,984,535 federal loan and $2,907,950 in capital grants and the 333-acre Rawson-Washington Street project, approved a day later for a federal loan of $7,276,672 and capital grants in the amount of $2,788,755.

The Thomasville project contemplates clearance of an area adjoining a federal penitentiary reservation, where some 430 dwellings, nearly all of which are substandard, will have to be razed. After clearance, the land will be developed for residential, commercial, and public purposes.

The Rawson-Washington Street undertaking affects a neighborhood about a half mile from the city's central business district. Some 1260 dwelling units will be cleared, causing the displacement of almost 950 families. After clearance, project land will be sold to private developers for construction of commercial and industrial installations.

LAND-TAKING GETS GOING ON EAST STOCKTON ADDITION JOB

Land acquisition began October 15 in a 189-acre Stockton, California neighborhood known as the East Stockton Addition urban renewal area . . . but not without some "fireworks." On October 1—the day originally scheduled for start of acquisition—a fire caused $2000 damage to the local redevelopment agency's project office. Indications were that the fire had been set deliberately and there were those who suspected that the arsonist was a resident of the neighborhood, many of whom had strongly objected to the project. The story of the project—its friends and foes—follows.

The East Stockton project got Urban Renewal Administration approval July 10 for 5.7 million dollars in loans and grants. The federal action followed by less than a month a decisive vote that reflected growing support for urban renewal in the city council. Early this year, when the council was asked to decide whether or not plans for redevelopment should go forward, the project won by a 6-2 vote (see May JOURNAL, page 162); when it came to a final showdown in June, the "yes" vote had grown—score was 7-1 in favor of the project. Further, says John E. Hirten, Jr., executive director of the local redevelopment agency, "The one negative vote was so qualified that it virtually represented a vote of confidence in the redevelopment plan." Said he: "The single holdout was a [councilwoman of Mexican descent] who . . . feels she should stay loyal to that portion [of East Stockton residents] who remain objectors, primarily Spanish-Americans."

But on the surface, even the anti-redevelopment bloc of East Stockton residents appeared of late to have mellowed toward the project. Early this year, area people crammed into public hearings on the matter, setting up a loud howl against the idea of clearance operations in their neighborhood; more recent hearings, however, were described as "comparatively calm" and an attempt to get enough signatures on a petition to put a deannexation proposal on the ballot flopped miserably. The October 1 fire may indicate that there are still some pretty hot feelings on the issue.

The facts, however, always were against those residents who wanted a rehabilitation approach to their area's blight in lieu of clearance. City investigations showed that the neighborhood lacked proper sanitary and storm drainage facilities; that streets and curbing were inadequate; that 90 per cent of the dwellings were unfit for occupancy, with at least 75 per cent of these irreparably so.

It was the facts concerning the neighborhood—plus the potentials offered through redevelopment—that, in fact, won for the East Stockton project the wholehearted support of the city administration. John C. Lilly, city manager, put it this way: "Redevelopment and re-use of the East Stockton area will play one of the key parts in the continued growth of our community. We will unquestionably upgrade the housing conditions of hundreds of East Stockton residents and in this way greatly reduce the social and economic problems inherent with blighted areas. We will show to the present citizens and local industrial leaders of our community that blight can and will be removed from our city. We will also show to future industrialists that Stockton is a city with a future far too bright to ignore."

HAWAII MONEY AHEAD ON FIRST RENEWAL PROJECT COMPLETION

Hawaii has come out money ahead with its first redevelopment project. It was the long lag between site acquisition and resale of project lands that has been credited with the happy turn of events: a situation normally considered a serious handicap in the city rebuilding operation. In this case, a rising real estate market worked

to the advantage of the redevelopment program.

What started out to be a conventional federally-aided rebuilding job—Honolulu's Mayor John H. Wilson project—was completed in April, with the ledger reading in the black to the tune of almost $49,000. One result: none of the $387,582 in federal capital grants that originally had been requested was needed. Says J. Stowell Wright, acting manager of the Honolulu Redevelopment Agency: ". . . the profit can be attributed to the unexpected upward spiralling of real estate values during the three-year interval between acquisition and disposition of project land."

The Mayor Wilson project goes back to 1953, when the local board of supervisors gave its approval to a rebuilding job that was to cover around 30 acres of land. Although predominantly vacant, the area was blighted with a scattering of pigsties and sheds. Acquisition was held up, however, when the constitutionality of the territorial redevelopment law was tested by one of the property owners; it was not until about a year later, after a go-ahead from the courts, that work could continue (see February 1956 JOURNAL, page 59). In accordance with local law, cleared and improved land was offered for resale first to previous owners of the land—12 of whom did buy back into the area—and then to others. Official groundbreaking took place in October 1955 and today there stands on the project site an attractive community of single-family dwellings in the $20,000 and up (for a three-bedroom house) price range (see pictures, this page).

Costwise, here's the way the project looks on the ledger:

acquisition	$625,582
demolition, site fixup	289,894
supporting facilities	198,758
other	172,172
Total	$1,286,406

Execution of the redevelopment plan transformed the area into 162 residential lots, each with a minimum area of 5000 square feet. Sale of land took place in the spring of 1957. Lots were sold at an average price of $8242, or a total of $1,335,200.

Meanwhile, with the Mayor Wilson project off the books, the

Pictured above are two views of the community of private residences now on the site of Honolulu's "profitmaking" redevelopment project.

local redevelopment agency has six other projects in the works, ranging in stages of development from one that is under survey to determine feasibility to two that are under demolition.

BIRMINGHAM MEDICAL SITE ALSO COST LESS THAN WAS EXPECTED

With approval in July of a final federal capital grant payment in the amount of $18,650, books were officially closed on Birmingham's 60-acre Medical Center A project. The payment brought to $261,650 the total of federal grant funds awarded the project—a figure representing substantially less than the $858,780 that it was originally estimated would be required in federal money.

The project was undertaken in what was once a predominantly residential area adjacent to the University of Alabama Medical School and Veterans Hospital and not far from downtown Birmingham. The area contained around 730 dwelling units, most of which were substandard, and about 600 families were displaced by site clearance. Re-use plans called for expansion of the university medical facilities — an operation made possible by voter approval of a bond issue last year (see March 1958 JOURNAL, page 96)—and for new commercial, public, and semi-public facilities.

Early estimates of what the project would cost had the net loss figure at around 1.3 million dollars. As it turned out, the loss came only to $394,503. Says Hugh Denman, director of urban renewal for the Birmingham housing authority: "We are very proud of this project and equally proud of the fact that it has been so successful."

FOUR-YEAR DREAM BEGINS TO COME TRUE IN SAN FRANCISCO

"For four years, San Francisco's redevelopment agency has had plans for developing the 18-block produce market area into a glittering complex of apartments, office buildings, garages, and parks [the Golden Gateway project]. Property that now gives a tax yield of $314,000 a year would produce $3 million annually, once the project is completed. But redevelopment, particularly in San Francisco, moves at the pace of a turtle . . ."

The editorial from which the quotation above is taken appeared in the *San Francisco Chronical* in May. At just about that time it began to look as though the turtle on whose back the city's redevelopment program was riding might be the one of storybook fame: the turtle who, lacking speed, made persistence pay off. The city's four-year dream of rebuilding an old produce market area into a "Golden Gateway" to the downtown business district began to come true.

It was on May 18 that the city board of supervisors gave a final okey to plans for the project (officially it is known as the Embarcadero-Lower Market undertaking)—a project the *Chronicle* has described as "the most ambitious redevelopment plan in San Francisco's history." Another milestone was passed June 30, when, with approval of the Urban Renewal Administration of 23 million dollars in loans and grants, the project officially went into the execution stage.

The Golden Gateway project has had the support of some of the city's most important businessmen from the very beginning—it was a group of financiers who became known as the Blyth-Zellerbach committee who put up much of the cash for planning of the undertaking (see October 1957 JOURNAL, page 361). It also has had the support of the local press, which consistently and persistently has called for quicker action on the rebuilding front.

However, there have been hitches. There was, for example, the fight put up by the produce merchants who are to be displaced; they have since been won over. And there are still some hurdles to cross, including getting voter approval of a 2.7 million dollar bond issue to finance a park that is part of the rebuilding plan.

The Golden Gateway project is estimated as a ten-year job that will yield some 165 million dollars in new construction, including around 2200 new dwelling units in multi-family structures, commercial facilities, and the park upon which voters will decide come November. Estimated net cost of the clearance project to the city is figured at around three million dollars, most of which will be in the form of noncash contributions.

PROPOSED LAS VEGAS RENEWAL JOB POSES SPECIAL PROBLEMS

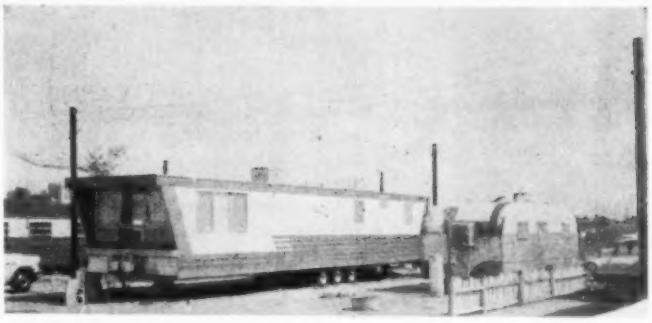
A proposed Las Vegas, Nevada Title I project is a leading candidate for a can-you-top-this award, when it comes to tall stories about tricky renewal jobs. The reason: the project area—an almost 43-acre area known as the Madison School neighborhood — includes three trailer courts.

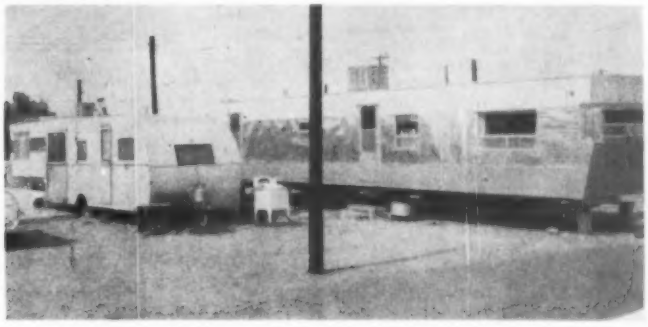
In planning for renewal of an area where a home is not always a house, the city, which acts as the local redevelopment agency, has had to blaze many new trails. Some of the special problems that have cropped up are enumerated below, along with brief accounts of how the city has handled them, or plans to.

1—How to classify the renewal area? That was one of the first questions to come up. There was no doubt that the area could qualify as a "predominantly open" renewal project but it was felt that the city would be in a better spot if it could establish the area as "built up." Of the total 42½-acre project, 20.6 acres were developed in the usual way with buildings and/or street facilities; to bring this total up to the 50 per cent of acreage that is required to get status as a "built up" area, the city sought to establish the 4.1 acres of trailer parks as developed acreage. The city felt that it had a case in that the parks had such publicly-provided facilities as water and sewer connections and such occupant-provided amenities as patios, parking spaces, gardens, fences, etc. The Urban Renewal Administration agreed.

2—How to treat trailers? That was another of the questions raised. What was decided: to handle trailers, both as to acquisition and relocation, exactly as though they were houses. Says a policy statement issued by the city: ". . . in order to realistically achieve a program of urban renewal . . . it is necessary to consider a trailer as a residential dwelling unit . . . [to be dealt with] in precisely the same manner [as] any other residential units within the area . . ."

3—How to determine whether a trailer is a slum? Despite the single-standard policy described above, it was found that guides used to de-





Fact that three trailer parks are located in a Las Vegas renewal area has forced the city to tackle many unique problems. Three scenes pictured here demonstrate contrast between very good and very bad condition of trailers

termine whether housing is standard or substandard just wouldn't work with the homes on wheels and a special set of rules had to be worked out. How this was done was described to the JOURNAL by David A. Kennedy, the city's supervisor of urban renewal. Said he: "We arbitrarily established minimum conditions that could generally classify the trailer without an extensive inspection. When the structural survey had been completed, we re-evaluated our standards along the lines recommended by a code specialist for the Housing and Home Finance Agency." What a close look at the trailers showed: that there was no in-between—the trailers were either very, very good or very, very bad (see pictures, this page).

4—How to handle acquisition? Since the project is still under planning, this is one question that has not yet been put to the test but the difficulties already are becoming apparent. Some factors affecting the job are presented below as told to the JOURNAL by Mr. Kennedy.

—Struggling to live up to its policy of treating trailers like houses, the city is negotiating with URA to get the federal agency to okey the purchase of substandard trailers. As yet, URA hasn't been won over. Says Mr. Kennedy: "We feel that it is inequitable . . . that we purchase a shack from one owner and 100 feet [away cannot] purchase a substandard trailer from its owner."

—Trailers in Nevada are registered as personal and not real property —hence complicating the situation still further.

—The city has no way to condemn trailers, since they are not covered in existing housing and building codes.

—Trailers are difficult to control because "they are all subject to 'midnight' relocation." In other words, owners can carry their slums away with them whenever they choose.

5 — How to handle relocation? The city has conducted extensive relocation studies to find out about the families living in the trailers—what their incomes are; whether they rent or own the trailers they live in; whether they want to relocate in another trailer park; whether they would prefer a move into fixed housing; etc. But relocation will not take place for about another year and in between almost anything can happen: as was pointed out earlier, the trailer

PITTSBURGH'S LOWER HILL JOB TO TRIPLE TAX TAKE FROM AREA

After redevelopment, a 95-acre Pittsburgh area known as the Lower Hill will be dropping at least three times the taxes into public coffers each year than it did as a slum . . . this despite the fact that more than half the total area will be re-used for such tax-exempt purposes as a new civic arena, highways and streets, cultural facilities, parkways.

That's the before-and-after-redevelopment tax picture on the Lower Hill as it came out in a story that appeared in August in the *Pittsburgh Post-Gazette*—a story loaded with wallet wisdom of a kind calculated to win friends, not only for the Lower Hill project but, also, for the city's over-all rebuilding program. Said the *Post-Gazette* in the August story: "Nothing more clearly demonstrates the economic value of slum clearance and redevelopment. . ."

Taking as a specific case the Lower Hill tract that is to be the first to go into a developer's hands—a ten-acre area slated to be turned over to Webb & Knapp some time next year—the *Post-Gazette* said: "About five years hence the ten-acre tract alone . . . will be producing a greater tax return . . . than that produced by the entire 95 acres before redevelopment." Even before any actual construction on the tract, the newspaper continued, "the Webb & Knapp parcel . . . should account for about $58,000 a year in new taxes to the city, county, and school district. . . When the apartment buildings have been added . . . the tax revenue to public bodies will increase to roughly $396,000 per year." In 1956, before demolition began in the area, tax take from the total 95-acre neighborhood was only around $391,310.

In addition to the happy tax picture, the specifics of the Webb & Knapp agreement with the city, according to the newspaper, is "highly advantageous both to the community as a whole and the Urban Redevelopment Authority." Webb & Knapp plans to construct 935 rental units on the ten-acre site, which will be leased from the city at an annual rental of $93,000. After 20 years, the developer has an option to buy the land for 1.7 million dollars (see story, page 318).

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dwellers can at any time simply pick up and move.

TWO MILESTONES PASSED IN SACRAMENTO RENEWAL DRIVE

Sacramento has passed two important milestones in its urban renewal operations: (1) the city this spring completed a skid row study conducted with the help of an Urban Renewal Administration Section 314 "demonstration" grant (see December 1958 JOURNAL, page 411); (2) in mid-summer ground was broken in what is known as the Capitol Mall urban renewal project.

Skid row. The "demonstration" grant study resulted in a blueprint for rehousing 5000 skid row residents — unattached men who live in a 24-block area known as the Labor Market area, a slum section destined for Title I treatment. What's proposed: an initial development with housing accommodations for 1000 men, with adjacent land under option to permit expansion as displacement from the redevelopment area continues. Also included are plans for welfare services; employment services; space for leisure-time and recreational activities. The big problem: finding developers who will invest in housing for this group.

Capitol Mall. Formal groundbreaking ceremony took place July 27 on a site for a multi-million dollar building that is to be leased to the federal government on a long-term basis.

The July event marked the first step in a rebuilding job that has won national attention on a number of counts. Among them: (1) unique financing—failing to get voter approval of a bond issue, the city decided to become the first to use a provision of the California redevelopment law permitting the sale of bonds backed by anticipated increase in tax returns after redevelopment (see January 1957 JOURNAL, page 18); (2) what's planned —design for rebuilding submitted by one of the scheduled redevelopers, James Scheuer, won top honors in a national competition (see March JOURNAL, page 101).

The over-all Capitol Mall project calls for rebuilding 62 acres adjacent to the state capitol building and central business district with apartment buildings, commercial and public buildings, and a mall, which will create a parklike trafficway flanked by the buildings. In addition to Mr. Scheuer, redevelopers will include Webb & Knapp and a number of local groups.

NEW HAVEN TACKLES FIRST BIG REHAB JOB IN WOOSTER SQUARE

New Haven—long recognized as a pace-setter in the field of full-scale redevelopment (see March 1958 JOURNAL, page 100) —is now off and running on a Title I project aimed at preserving a neighborhood that is almost 140 years old—Wooster Square. The Urban Renewal Administration on January 30 approved a $13,277,388 loan and a $10,648,914 capital grant for the 238-acre project, to mark the official start of New Haven's first major rehabilitation effort and the largest Title I job yet to have been undertaken by the city.

It was in 1820 that Wooster Square became New Haven's first suburb and, with a pleasant park and many fine homes overlooking a harbor, it for some years enjoyed a reputation as a fashionable summer resort. However, by the late 1800's there were signs on the fringes of the area of the beginnings of an industrial center. Homes for workers began to crowd the neighborhood and eventually blight took hold. Today it is figured that there are in the area around 515 substandard residential buildings, almost 200 substandard commercial structures, and some 130 antiquated factories; further, the neighborhood has a reputation for more than its share of traffic accidents and fires.

Despite the drawbacks, Wooster Square has advantages that have made both the citizens and the city eager to save it. It has, for example, a convenient location abutting what is today New Haven's central business district. It also has almost 400 good homes; more than 400 owner-occupied homes; five churches; two parochial schools; two new

playgrounds; an attractive square.

Because they wanted to save what was good of the neighborhood, local citizens in 1955 organized the Wooster Square Neighborhood Renewal Committee. Since that time the committee has been working hand in hand with city officials to both plan and promote the program and, it was for this reason that, when the plan was finally completed, it was described by Mayor Richard C. Lee as ". . . a good plan, the product of much give and take between the people of the neighborhood and the city's development staff."

While rehabilitation is to be stressed wherever possible, the Wooster Square plan, as mapped out by city officials and the citizens, also calls for clearance. Some 1300 families will have to be relocated as a result of clearance of residential structures and there will also be spot clearances of industrial and commercial facilities. On cleared sites there will rise a new combined elementary school-community center; two apartment developments; some industry; a new wholesale area; a central fire station; parking facilities; a scattering of commercial structures. Also part of the plan is the rerouting of a state highway to eliminate heavy traffic from residential streets and to serve as a divider between the residential and industrial portions of the project area. Total project cost is estimated at around 17.6 million dollars; however, contributions of city-owned land in the project area, the sale of cleared land to private developers, and grants from the federal government (see above) and the state (2.5 million dollars to be applied toward public improvements) are expected to reduce the city's new investment in the area to around 1.3 million dollars, most of which will come in the form of noncash contributions.

Meanwhile, New Haven is viewing the gigantic Wooster Square undertaking as a kind of test of the rehabilitation process. Mayor Lee has put it this way: "The success or failure of this program is important far beyond the boundaries of this project. If we fail, the city will be able to choose only between letting slums and blight spread or clearing them entirely. If . . . we succeed, then there is hope of saving and preserving all other neighborhoods of our city which are endangered by slums and blight."

Dr. Fisher and HHFA Administrator Mason

HHFA STUDYING PUBLIC HOUSING

In mid-September, the Housing and Home Finance Agency announced establishment of a study aimed at scrutinizing (1) public housing operations for obstacles that have "impeded construction" and posed "difficulties in meeting low-income housing needs" and (2) the effectiveness of housing and urban renewal statistical programs. Named to the diagnosing job by HHFA Administrator Norman P. Mason is an urban land economics professor, Dr. Ernest M. Fisher, on leave from Columbia University's graduate school of business. Dr. Fisher is to get study assistance from Henry O. Talle, a former Republican congressman from Iowa, defeated last November, now HHFA's assistant administrator for program planning. Plan is for the year-end report to serve as the basis for "program and policy improvements," according to Administrator Mason.

Impetus for the study apparently came from this year's HHFA testimony before Congress on omnibus housing and renewal legislation (see page 315). Specifically, two aspects of agency testimony prompted questions in Senate housing subcommittee hearings chaired by Senator John Sparkman (D), Alabama. At one point in the testimony, it seemed evident that the agency could provide no statistical data to support its position that no additional public housing units needed to be authorized. Public Housing Administration testimony indicated that figures were non-existant: the only measure of "requirements," testified PHA Commissioner Charles Slusser, is local agency "demand." Questioned subcommittee member, Senator Paul H. Douglas (D), Illinois: How about statistics used to justify the President's stand calling for no new unit authorization? Replied Commissioner Slusser: "Well, I think that is the justification, the fact that he made the statement. . ." Upshot of testimony was a charge of administrative failure to assure existence of accurate data for a projected PHA program "geared to real evaluation of need" rather than immediate displacements caused by public improvements, i.e., the highway program, urban renewal.

The second influence apparently behind the study: Administrator Mason's housing testimony that "many people in public housing units today are very unhappy in those units." Noted Mr. Mason: "We have to find a better way . . . ," a view he amplified later on September 29 in a speech before the annual convention of the Mortgage Bankers Association. Said he of the low-rent housing program: ". . . the Federal Government has labored with this program and with the red tape it has engendered long enough. Public housing is violently opposed by many. No one seems to want it built near them. . . ."

The man chosen to cut "the red tape" comes to the consultant job with an extensive background in real estate research, including posts with the National Association of Real Estate Boards and the American Bankers Association. Mr. Talle, his study assistant, is the former Republican leader of the House housing subcommittee of the Banking and Currency Committee, whose vote on 12 roll calls during his ten terms in office, as rated by the National Housing Conference, scored a consistent "no" on public housing.

Portland's Mayor Terry Schrunk presents keys to the first tenants of Maple-Mallory units. Also pictured: Authority Chairman John McLeod.

PORTLAND CONVERTS FHA 608 PROJECTS

to public housing; helps meet elderly need

In what amounts to shrewd "Yankee trading" combined with western style pioneering, the Housing Authority of Portland, Oregon in July turned over to the Federal Housing Administration a check for $450,000 in full payment for 102 units of FHA-backed Section 608 housing, built as two separate projects. The net cost per unit: $4412, which includes the property and facilities; maintenance equipment and supplies; furniture, ranges, refrigerators.

As to pioneering significance: as far as the JOURNAL can determine, Portland's move figures as the first such adaptation of 608 properties to public housing use west of the Mississippi. It thus joins at least one other locality (Montgomery, Alabama) with a similar program and at least two others (Washington, D.C. and Williston, North Dakota) where the idea has come in for airing (see August-September 1957 JOURNAL, page 272).

One further result of Portland's purchase of the private developments: an approach to meeting the shelter needs of the city's old-timers—a need starkly highlighted in August by an authority survey requested by Mayor Terry Schrunk and conducted by the authority with the help of the Portland Development Commission.

The 608 Purchase

The story of how Portland came into its 608 housing began early this year when FHA repossessed two separate developments built 11 years ago. One, Iris Court, comprises 54 two-bedroom units; the other is the Maple-Mallory Court Apartments, occupying a full block and located about one mile from Iris Court. Maple-Mallory contains 24 one-bedroom and 25 two-bedroom units and, notes authority Executive Director Gene W. Ross-

Maple-Mallory units have a near-downtown location

Iris Courts Apartments is close to schools, parks

man, "it is surrounded by giant maple trees in a peaceful, residential atmosphere." Both projects are located near Portland's largest high school for easy access to children of incoming tenant families displaced by construction of a coliseum and highways that are cutting through the city. New units are also to house displacees resulting from demolition of the agency's Hudson Homes—its one remaining war "temp" project. Also figuring as prospective tenants are the elderly being displaced by changes in Portland's skyline . . . but for whom moving can only be a change for the better, according to the survey cited above.

Housing for Elderly

In August, an agency survey on the housing needs of the city's indigent elderly proved a public eye opener, judging from the editorial response to findings. Headlines such as "Old Folks at Home: Song of Dirt, Damp, Drafts, Depression" and an ironical "Honor Thy Father and Thy Mother" tag-line headed up reports on the survey, coupled with extensive picture coverage. Notes Mr. Rossman: the survey "proved the situation to be acute." Dwellings of 10 per cent of the recipients of Old Age Assistance were checked for code compliance. Findings: 75 per cent of Portland's oldtimers "are presently housed in substandard" housing; dwellings surveyed had inadequate ventilation, unsafe stairways; were ridden with vermin, rodents, debris, garbage. Also turned up: many cases of inoperable equipment and inadequate housekeeping; extensive cases of wall and ceiling disrepair. Further, notes the agency report: "with the average gross monthly family income of $99.33," the size of rentals that can be paid for standard housing by the elderly is "acutely" limited.

As a starter to meeting elderly housing need, the agency plans to use 24 units in the 608 projects. And, if plans pan out, the authority envisions some 200 units of new construction for the elderly in the near future.

LETTERS—

(*Continued from page* 310)

tinction made between housing code enforcement and rehabilitation to be an artificial one. I realize that in the early 1950's the term "rehabilitation" was misused in the propaganda of the real estate and home builder groups, that it came to be a voluntary action only, and that therefore housing code enforcement was used to describe a program in which the city took the initiative and utilized police power. With the Housing Act of 1954, rehabilitation was included in the responsibilities of redevelopment agencies carrying out Title I projects. Since housing code enforcement and redevelopment are almost universally carried out by separate agencies, the idea has grown that the housing code belongs to the one and rehabilitation efforts to the other. In my opinion, this is a false notion. Housing code enforcement at its best seeks to achieve a rehabilitation house that not only meets minimum code standards but also goes above and beyond to bring about interior modernization and exterior beautification. If cities have to wait until Title I projects can come to a neighborhood before achieving thorough rehabilitation, then our cities are sunk. For example, in New Haven we are beginning a program in the middle-aged neighborhoods that contain 40 per cent of the city's housing supply. We hope to cover these neighborhoods in a period of five or six years, whereas it can well be ten or 12 years before urban renewal projects could be completed in the same neighborhoods.

Therefore, I would suggest that housing code enforcement be viewed in a much broader perspective at the next conference, with special attention given to the relationship of this program and other urban renewal activities.

Howard W. Hallman, Director, Division of Housing Standards, New Haven Redevelopment Agency

PUBLIC RELATIONS—

ideas for winning friends for housing, renewal

Presented below are items from here . . . there . . . and everywhere, showing what ideas local public agencies and others have come up with to tell and sell the housing and urban renewal story.

JERSEY CITY—
A NOSE FOR NEWS

The Jersey City housing authority has cultivated a nose for news that's paying off in plenty of free publicity. When something big, something different, or something with a human-interest slant happens—or can be made to happen—in connection with any of the city's low-rent projects, off go the press releases and, more often than not, the authority hits the PR jackpot. Some examples—all of which paid off in column inches in August—follow.

—Nikita Khruschev's pending visit to the U. S. was propelled into front-page publicity for the housing authority in mid-August, when tenants of the 712-unit Currie's Woods low-rent project issued a formal invitation to the Soviet premier to visit them at their homes . . . because, the letter of invitation said, "We take pride in that this housing development is a 'melting pot' wherein Americans of all races and creeds can live side by side in peace and harmony." The story rated an illustration on Page 1 of the *Jersey Journal* on August 14, along with a good-size article on an inside page—an article giving comments of tenants who spoke about project living in glowing terms. Added human-interest fillip: co-chairmen of the tenant committee that worked up the invitation are "gold star" parents—their son was killed in Korea.

—Kids living at the city's nine low-rent projects remembered a well known—yet somehow forgotten—old lady to grab off another newspaper piece for the authority in August. The lady: the Statue of Liberty. The occasion: her birthday.

Ninety-six pint-size public housing tenants—chosen from some 10,000 in city housing projects on the basis of an authority-sponsored "name the states and their capitals" contest—staged a "surprise" birthday party for the grand old lady on August 6. They presented her with a "diamond" ring (paid for with pennies the kids contributed) at ceremonies at the lady's home on Liberty Island. According to the newspaper account of the party, the public housing youngsters were the only group to so pay homage to the lady of the torch.

—Still another headline snatcher in August was the celebration of the authority's 20th anniversary. The occasion got the full treatment in at least two local newspapers, each of which carried a complete history of the authority in articles studded with phrases like this one: "Low-income housing has proven a blessing to the aged as well as for large families."

LITTLE ROCK—
A TRIPLE-THREAT DEVICE

Little Rock Housing Authority Executive Director Knox Banner has come up with a gimmick that not only is helping to win friends and influence people for local housing and redevelopment programs but, at one and the same time, also is giving a boost to the JOURNAL and to all NAHRO as well. The triple-threat PR device: using NAHRO's own JOURNAL as a good will emissary.

JOURNALS that cross Mr. Banner's desk each month are scanned for "sell-and-tell-our-story" kind of material—items that either specifically explain or report on some aspect of local programs or general articles that, while not directly describing what's going on in Little Rock, do touch on problems or situations that have local significance. If the hunt pays off, an order for multiple copies of the JOURNAL is sent off to NAHRO's Chicago office. Once the order is filled, Mr. Banner follows through by sending the JOURNALS, with the right covering letters, to the right people at the right time. Some recent examples: the June JOURNAL, which featured an article on the church's role in urban renewal (page 192) was sent off to key religious figures in the Little Rock area; the May JOURNAL—the special rehabilitation issue—was sent off to business leaders and others because it carried accounts of progress on the Little Rock front. The kind of results possible from such activities: new friends for Little Rock's housing and redevelopment programs; new friends for the JOURNAL and NAHRO; new friends for housing and redevelopment operations across the country.

For another Little Rock PR idea, see the picture on page 329.

HARTFORD—
A NAME GAME TRIED

A name game—that was the PR device used to stimulate public interest in what has been known as the Front-Market Street redevelopment project in Hartford . . . a project said to be the first federally-aided commercial renewal undertaking in the nation.

Sponsors of the name game were a local newspaper—the *Hartford Courant*—and the Greater Hartford Chamber of Commerce. Rules called for citizens to rack their brains and turn up something more fitting or more imaginative in the way of a title by which the project area could be known after redevelopment. Said the newspaper in announcing the competition early this summer: "Denver has its Mile High Center; Philadelphia its Penn Center; and Baltimore its Charles Center. What will Hartford's project be called? Your research or imagination can decide." Offered as a come-on for contestants: a $500 prize contributed by the newspaper.

SYRACUSE—
"OFF THE BEATEN PATH" IDEAS

The important public relations benefits of having organized citizen support behind the renewal drive have long been recognized in Syracuse, New York. But the city was making only "painfully slow progress toward organizing *formal* citizen participation," according to George A. McCulloch, director of the Syracuse Office of Urban Renewal, when some plans were initiated that, as he says, "are a bit off the beaten path." An outline of

what the city is doing to get citizens in the act, in Mr. McCulloch's own words, follows.

—Contract Review Committee: "As our first special-purpose citizen group, we induced the mayor to appoint a three-man committee to screen third-party appraisal and professional contracts involving waivers of competitive bidding."

—Briefing Sessions: "We have inaugurated a regular monthly 'briefing session' to keep representatives of interested community organizations informed regarding the urban renewal program. These meetings are run informally and are wide open to questions, comments, and discussions. . ."

—Citizens Group to Organize a Citizens Group: "Instead of launching a 'ready-made' urban renewal council, we have just appointed—and publicly announced—an advisory committee to participate in the actual organization process." Idea here is to get citizen views on how a full-fledged urban renewal council should be constituted.

PEORIA—
AGAIN, PLANNED EVENTS

"We attach a page from the *Peoria Journal Star* of Sunday, August 2, carrying a three-column feature article, with pictures showing each of the winners in our three low-rent housing projects. . ."

The quote above, from a letter sent to the JOURNAL by the Peoria Housing Authority, offers NAHRO a chance to say "we told you so." So here goes: In the July issue of *Public Relations Tips* (Tip No. 70), NAHRO suggested that planned events playing up positive aspects of project living (like garden contests) are great publicity getters—the Peoria contest that paid off with a three-column spread was a garden contest. In the same *PR Tip,* it also was suggested that when such planned events "can be repeated on an annual basis they gain cumulative public relations value"—the 1959 contest was the third in which Peoria low-rent housing tenants participated. Further, in tying in the contest with a "Peoria City Beautiful Campaign," the authority reaped the benefits of getting its publicity in a reader-attracting Sunday supplement that included reports on other activities connected with the citywide drive.

The public housing garden contest was sponsored by the authority with the help of the Peoria Garden Club and the Neighborhood House. The authority provided seeds, plants, and peat moss; the rest was left up to those tenants who wanted to exercise a green thumb, with the result that more than 240 gardens were entered in the competition. Said the *Journal Star:* most of the gardens "were so neat and tidy it almost seemed they must have been clipped with manicure scissors."

"A Helping Hand"—the poster reproduced above—is giving the Little Rock Housing Authority a helping hand with its PR efforts. The authority keeps the 30 x 42-inch drawing permanently framed in order to be able to exhibit it at short notice in places where it will do some good in telling of the authority's operations in public housing and redevelopment (recent showings included the conferences of the Arkansas Public Health Association and the Arkansas Council of Social Work). Idea for the drawing was conceived by George Millar, the authority's assistant director for housing, and was executed by John Kennedy, staff cartoonist for the Arkansas Democrat. *Says the authority executive director, Knox Banner, of the exhibit: "I am well pleased with the results we have had from this minor investment in public and community relations."*

ROYAL OAK—
"TOGETHERNESS" WITH THE PRESS

Another example of how it pays to cooperate with newspapers emanates from Royal Oak Township, Michigan—an all-Negro community near Detroit that for around six years has been trying to get an urban renewal program going that would touch almost every citizen in the town (see June 1955 JOURNAL, page 198).

Crucial day for the project was June 18, when, at a public hearing, residents were to decide whether or not the township would solicit federal aid to undertake the project. The decision: overwhelming approval for city rebuilding operations. What paved the way for success of the plan, according to Raymond Hatcher, Royal Oaks' housing director: a series of articles that appeared in *The Daily Tribune.* Says he: "*The Tribune* did an exceptionally fine job in preparing the community for the public hearing."

The timing of *The Tribune* articles and the step-by-step approach to explaining what was planned and what these plans could accomplish in the way of better housing and improved social conditions both helped to get community support for the plan. First of the five-article series appeared on June 11, a week before the hearing. Titles of the pieces indicate how they were planned to pave the way for the right citizen reaction. They are, in the order in which they appeared in the newspaper: (1) "Community at a Crossroads . . . Complete Rebuilding Plan Readied by All-Negro Area;" (2) "How Royal Oak Township Master Plan Would Replace Slums, Barracks;" (3) "Township Devises Its Own 'Operation Bootstrap'"; (4) "How $7 Million Redevelopment of Township Would be Financed;" (5) "Public Hearing Thursday Night—Resi-

TRAFFIC MEN, BANKERS, PROPERTY MEN, MEN-ABOUT-TOWN GET RENEWAL MESSAGE

Leaf the pages, skim the titles: all kinds of magazines these days are carrying articles to show how urban renewal fits into such specialist fields as traffic engineering, mortgage banking, real estate management, and business affairs generally.

Traffic Quarterly, journal published by the Eno Foundation for Highway Traffic Control, in its July 1959 issue carries an article by Leon Rimov describing Palo Alto's unique program to rebuild a commercial and downtown residential area totally by private investment. Correlator of ideas, energies, and financing is the California Avenue Development Association, with local merchants the nucleus. Here's much useful detail on how revitalization is being undertaken, including a "realistic" zoning ordinance tailored to current financial developments in the area. "Urban Renewal and Transportation," by William Claire, in the same issue of this magazine, explains how freeway and expressway programs tie in with slum clearance and the ways they are being coordinated in various cities, even at the neighborhood level. A third article—the story of Detroit's traffic coordination with central area redevelopment, by Carl W. Almblad, chief city planner for Detroit—provides an additional case history.

The Mortgage Banker, professional journal of the Mortgage Bankers' Association of America, began a renewal series in its July issue, by Robert J. Beran. Article No. 1 explains federal aid for urban renewal and pointed out the profit opportunities for the mortgage banker and real estate management firm. "FHA Sections 220 and 221," Mr. Beran says, "offer even greater possibilities than Sections 203, 207 or 608 offered in the past." The August installment of the series was devoted to "downtown decay," with brief descriptions of Baltimore's Charles Center and of central business revival in Newark, New Haven, Rochester, Nashville. Private companies participating in the new downtown buildings are given this tip: ". . . the new buildings and the clean modern atmospheres of these well-planned business cores stimulate individual enthusiasm and ambition and add to the efficient working of all companies located there." Further: ". . . the redevelopment of central city real estate is the strongest trend developing today in America's real estate picture. It will continue to be so for the next 20 years, at least."

Journal of Property Management: Lloyd D. Hanford, Sr., in "This Exciting 'Age of Renewal' ", tells readers of the June issue of this journal to "provide information and counseling service at little or no cost to owners and tenants [in designated renewal areas] so that they may be competently advised as to the program itself, their part in the project and the most expeditious means within their individual abilities to fulfill their obligation."

Esquire—magazine for the worldly wise *bon vivant*—carries an analysis in the June edition of what makes cities good risks for real estate investors. The article reflects the thinking of one such investor: Robert Futterman, age 31, head of a 68 million dollar firm (see P&P column, under "RIS," September issue, page 298). In "The Future of 20 American Cities" are Mr. Futterman's impressions of the "plus" aspects of Akron, Baton Rouge, Grand Rapids, Indianapolis, Kansas City, St. Louis, and half a dozen more cities where he has bought or built office and other structures (at present he has a motel under way in Norfolk's downtown renewal area). He also covers minus elements in some other localities that are normally considered to be choice. One of his keys to rating a city: how well it "has cleaned up its inherited transportation mess and revived moribund areas in the center of town." Another clue: whether the city is taking advantage of its potentialities, or as yet has not "expanded beyond its current economic function."

dents to Play Major Roles in Redevelopment of Township."

PUEBLO— USING THE NEWS PEG

When it got the chance, the Pueblo, Colorado housing authority made use of a current news item to answer all those folks around town who kept referring to the local low-rent housing as a "government project." To set the public straight, the authority prepared an argument hitched to a Pueblo *Star-Journal* item reporting that two farm owners in the state got $337,173 in price supports during 1957; the authority argument demonstrates that, if the farms that got the federal help cannot be called "government farms," then there's even less reason for calling the public housing "government" housing. Highlights of the piece, which was carried in the authority's 1958 annual report, follow.

After picking up in full the farm price support news item, the argument continues: "Do you call these government farms? Of course you don't. They are owned and operated by the farmer. Then why call the Sangre Cristo Homes public housing project a 'government project'? The government does not have one nickel capital investment in this project!"

Getting to the financial facts of life, the piece continues: "This project is owned and operated by the local housing authority board. True, this project requires government subsidy to help pay off the bonds and notes, just as the above farms received a subsidy—but, with what a difference! In this one case, two Colorado farmers received a total of $337,173 in *one year*. Sangre Cristo Homes has received a total of $324,980 subsidy since it was started over six years ago!" And, "during that period (six years), this project has housed nearly 900 families of low income who otherwise would have been living in substandard housing."

The item winds up with figures showing allowable federal contributions to the project and average tenant rent.

BLOOMINGTON— RUMOR VERSUS REALITY

"Tenants of Housing Units Say They Like Homes"

"Study Shows Public Housing Objections Fail Test of Time"

The headlines above – from the *Bloomington (Illinois) Daily Panta-*

graph – demonstrate the kind of PR capital gains scored by the local housing authority when it got the unique opportunity of having the test of time applied to the question of rumor versus reality in connection with its only low-rent project—a 200-unit development that has been under occupancy for about five years. What the test appeared to prove: that the old war cries of public housing opponents just don't hold water.

The quoted headlines are from a series of three articles prepared for the *Pantagraph* early this year by staffer Dick Streckfuss. The series was specifically designed to point up how arguments that had been used some six years ago in a desperate attempt to block construction of the project had stood up in the operating history of the development. The author's search for facts paid off in stories that, while they make no bones about drawbacks in the program, in general paint a pretty public housing picture. Further, the author took the trouble to hunt up the people in the community who had had the hottest anti-public housing feelings. What he found out: in almost every case, these people today have, if not a complete change of heart, at least a softer attitude about the program.

Here are some of the specific rumors studied by Mr. Streckfuss and what he found to be reality:

The rumor – public housing overloads the population in nearby schools. *Reality* – Mr. Streckfuss quoted the superintendent of schools as follows: "The project has increased school population, that's true; but no serious problem has risen as a result of the housing units."

The rumor—public housing causes an increase in crime rates. *Reality* —"As for crime – that's a hard one to figure," the author said, "since the crime and juvenile delinquency rate has been on the increase all over the city. But the two men who investigate Bloomington's crime . . . seemed more surprised than anything when asked if the erection of the 200 west side units had led to more crime, more delinquency. 'I can't think of a crime that could be put to the project,'" said one. Said the other: "I'd even be inclined to give the project a pat on the back."

The rumor – public housing creates race problems. *Reality* —"As far as the tenants are concerned, no racial problems have occurred to speak of . . ." said Mr. Streckfuss.

The rumor – public housing does not pay its share of city expenses. *Reality* – Mr. Streckfuss admitted that if the project were paying its share of property taxes, instead of payments in lieu of taxes, the city would be getting a bigger return from the project. But, said he, the payments in lieu of taxes add up to "13 times as much as was received in taxes from the housing sites before they were purchased by the authority."

The rumor—public housing in time just becomes another slum. *Reality* —"Management evidently makes the difference between the 'decent, safe, and sanitary' housing the public housers like to talk about and the 'filth and degradation' that has been known to result," Mr. Streckfuss said. "Bloomington so far has been lucky – its luck consisting of the board of the local housing authority and Project Manager Lawrence E. Irvin."

Said the author in summing up: "So what's the final score? It's costing the taxpayers money; the tenants are generally satisfied; and it's evidently serving a need since there has never been a lack of applicants for the apartments."

An aggressive approach to the public relations job has helped the Stockton, California redevelopment agency win friends and influence people among such groups as the local chamber of commerce. Pictured above: a chamber of commerce-sponsored booth, featuring a display of a proposed redevelopment project, that was part of a Main Street mall demonstration in May (see story below).

STOCKTON—
TAKING THE INITIATIVE

Redevelopment has made it in Stockton, California: it's socially acceptable with the local chamber of commerce, the realtors' group, and other circles that usually are not too easy to crash. The secret of success: not content to sit still and let its baby become a wall flower, the local redevelopment agency has taken the initiative in soliciting friends for the program.

Some of the results of the agency's concerted efforts to develop understanding and support for the program include the following:

—In May, a local businessmen's association sponsored a one-week experiment to give citizens a chance to see how they'd like a Main Street mall. In conjunction with this event, the chamber of commerce set up a booth and used as a display a model of what's planned for what is known as the East Stockton Urban Renewal Area (see picture, this page).

—At the suggestion of the redevelopment agency, a newspaper article was prepared explaining the Section 221 relocation housing program.

—The agency set up an architectural advisory committee to work

(Continued column three, page 337)

Court Decisions

Prepared by

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CONSTITUTIONALITY OF RENEWAL LAW UPHELD BY TOP TEXAS COURT

In its tightly-reasoned, thoroughly-documented July 15, 1959 opinion, the supreme court of Texas upheld the constitutionality of the Texas urban renewal law and held invalid the "trial de novo" provision of the act, which would require an independent trial in court on the question of whether the area to be cleared is in fact a slum (*Davis, et al.* v. *City of Lubbock, et al.*).

As to the constitutionality of the act, the principal contention was that the property involved was not taken for public use. As to this point, the Texas court gave that term the broad meaning of including public benefit, advantage, or welfare, as opposed to the restricted view, which holds that "public use" means actual occupancy by the public. The court pointed out that, under the act, the property may not simply be resold for private use but must be sold subject to restrictions and covenants designed to insure that (1) the plans for renewal will be carried out and (2) that the slum conditions will not recur within the foreseeable future.

One of the plaintiffs had also contended that his property was a standard building within the slum area. On this point, the court adopted the reasoning of many other courts, including the United States Supreme Court, that one of the major tests of the existence of a slum is the substantial preponderance of unsafe and unsanitary structures in the *area*. "The Legislature has determined that the feasible method of accomplishing slum clearance is by clearing an area, and we cannot say that a determination is manifestly unreasonable."

As to the "trial de novo" point, the act provides that in any suit brought to review or suspend any order or other act of the city or other agency, the trial shall be *de novo*, with no presumption of validity or reasonableness to be indulged in favor of the order. On this point, the court held that the designation of the area to be cleared and redeveloped is a legislative function that the court may review only to ascertain whether the power has been properly exercised. For the courts to sit originally to determine the existence of a slum area to be redeveloped would violate the doctrine of separation of powers. In other words, the courts would then be exercising a legislative function. "It has been the uniform holding of these courts that the designation of the area to be taken for the renewal project is a legislative function, political in nature, and that the function of the court is limited to ascertaining whether or not the function has been exercised in a legal manner and that there has been no fraudulent, arbitrary or capricious action."

In this connection, attention is invited to the June 11, 1959 decision by the Washington supreme court in *Hogue et al.* v. *The Port of Seattle et al.* In that case, the majority concluded that the creation and establishment of industrial development districts involves a private rather than a public use. Admittedly, the law being construed there was "borrowed from modern slum-clearance legislation enacted elsewhere" and the court cited or made reference to many of the decisions relating to the constitutionality of urban redevelopment statutes but it distinguished the instant case from the redevelopment ones because in the latter cases there was a rational connection found between the evil sought to be cured and the means adopted by the legislature to cure it. The acquisition of "marginal lands" was held to be for a private purpose and hence violated the provisions of the state constitution.

It is to be noted that in this case there was a *de novo* judicial review of questions of public use but this review is provided for in the constitution itself and not by statute, as in the Texas case. Three judges dissented in the Washington case, on the strength of *Gohld Realty Co.* v. *Hartford* (141 Conn. 135, 104 A (2d) 365), an urban renewal case summarized in the June 1954 issue of the JOURNAL, page 197.

LOUISVILLE PUBLIC HOUSING INTEGRATION ORDER SUSTAINED

On May 24, 1957, the United States district court for the western district of Kentucky approved a proposed plan of integration of the Louisville Municipal Housing Commission (*Eleby, et al.* v. *City of Louisville Municipal Housing Commission*). Under the plan, all applicants were to be permitted to request occupancy in projects previously made available for white or Negro occupancy, regardless of race or color, and "the Commission will give due consideration to such requests. The Commission will not compel a White applicant against his wishes to occupy a unit in a project which is occupied predominantly by Negro tenants nor compel a Negro applicant against his wishes to occupy a unit in a project which is occupied predominantly by White tenants."

Several intervenors came in, about a year later, seeking to vacate the order approving the plan. On July 16, 1958, the same court denied the motion for intervention. A short time later, other intervenors came in, moving to set aside the May 24, 1957 order. On August 6, 1958, the same court denied this new motion and reaffirmed its May 24, 1957 order approving the plan.

ORDER LHA SECRETARY REINSTATED UNDER STATE CIVIL SERVICE LAW

Nine years after he was appointed to the Troy housing authority, Justin E. Driscoll was discharged without a hearing or charges. As a veteran of World War I, he claimed the protection of the New York civil service law, which bars removal of veterans "except for incompetency or misconduct shown after a hearing upon due notice upon stated charges." If the position were in the exempt class, Driscoll was unlawfully fired. The authority maintained he was not in the exempt class. On July 23, 1959, in *Matter of the Application of Housing Authority, et al.*, the court of appeals of New York held that the position to which Driscoll was appointed was, in civil service contemplation, that of secretary of the authority, "which position is in the exempt class of the civil service." Accordingly, Driscoll was ordered reinstated with back pay.

THE NAHRO PRESIDENT'S CORNER

JOHN SEARLES SAYS . . .

My year as your president is drawing to a close. It has been fascinating, extremely pleasant . . . and a little frustrating. I've gotten a little work done in my own office, perhaps even a little more than I had thought would be possible last October. And I have seen more of the United States than I ever have before in a single year.

I feel that I can report to you on the eve of my retirement that your Association is in good shape, that it is as strong as it has ever been, and that it is ready to meet the challenge of the future. It is in this condition because of its membership—you, my readers; because of our excellent secretariat under John Lange and Dorothy Gazzolo; and because our cause, urban renewal and better housing, is becoming more and more a rallying point for those who wish to make our world a better place in which to live.

Since my inauguration last October in San Francisco, I have been involved directly in a relatively wide number of Association activities. Your able editor has asked me to comment in my last "President's Corner" on my impressions of these activities.

Reorganization

First, in terms of the year's schedule—and perhaps eventually in terms of long-range importance—was the work of our Organizational Structure Committee. When I sat down with our director and his staff, shortly after the San Francisco meeting, to set up our committees for the year, I was appalled at the number, complexity, and confusion of our committees. Fortunately, I had a directive from the Board to appoint a reorganization committee to work on this very problem. Our Association was lucky that Vice-president Ed Horwinski was willing to accept the chairmanship for the reorganization committee. You, as members, and I personally as your president, owe Ed a debt of gratitude for drawing from this committee recommendations for reorganizing NAHRO to meet the needs of our Association in the decade ahead. If the reorganization is accepted by the membership, as it has been by the Board of Governors, I don't think that perfection will be achieved but I do feel that we will have gone as far as it is politically, financially, and reasonably possible for us to go towards getting ourselves ready to meet the objectives that we have set for ourselves in the future. This committee worked hard and well, as those of you who have read its recommendations can realize. These recommendations have been submitted to the entire membership and will be discussed at our annual business meeting on October 20.

Working Conferences

During the year, we had three extremely successful working conferences. Each one was different and very few of our members attended more than one. At each meeting there were new faces, new speeches, and new ideas. I attended our Redevelopment Section workshop on urban renewal at Madison, Wisconsin for the entire session; our meeting on code enforcement in Washington for half the session; and our meeting on cooperative housing for a somewhat more limited period of time. All of these events were true working conferences, full of meat and a fine experience for all members, old and young, whether fresh to the field or experienced hands.

The urban renewal workshop in Madison carried on the tradition of the Redevelopment Section set originally at East Lansing. It dealt with the problem of rehabilitation. The conference produced few conclusions but did a great deal to spread what knowledge we have on rehabilitation among the some 200 active workers in conservation and rehabilitation who were present.

The code enforcement conference broke new ground and was NAHRO's first big effort to provide a forum for professionals actively engaged in this phase of urban renewal. There were many non-members present and many who had never been to a NAHRO meeting before. The program was good and the meeting highly educational. Everyone present felt that this was a session well worth repetition in coming years.

NAHRO was a joint sponsor with the National Housing Conference and the Cooperative League for the cooperative housing meeting, which had the advantage of bringing us closer to some of our sister associations in the field. I think there is much more we should do in the field of cooperative housing, as it is the current best bet for getting some degree of home ownership into multiple housing and for getting housing costs within the reach of middle-income families without sacrificing housing quality. I think, as did the other participants in this conference, that the cooperative housing movement is just now coming into its own and can be expected to grow in the future. It is the most promising present financing arrangement for home ownership and for handling housing in urban renewal areas.

Committees

Several times during the year, I attended sessions of the NAHRO International Committee, which, frankly, is one of our Association's most interesting and exciting activities. This committee is an institution in itself. It is the meeting ground for key professionals in housing, planning, and architecture who are concerned with worldwide activities in these fields. This committee does an invaluable service in coordinating international activities, conferences, exhibits, tours, and in planning for participation by our government in foreign housing and planning activities.

Unfortunately, I was not able to attend the meetings of our Research and Statistics Committee, which functioned successfully during the year, nor was I able to attend the meetings of our strong and well known Joint Committee on Housing and Welfare. NAHRO is proud of these two committees,

which represent great strength in our Association. I feel that they deserve NAHRO's strongest support.

Legislation

We were busy during the year with legislation. Perhaps more than ever before, NAHRO was called upon as a technical resource by the committees of Congress for information on the housing and urban renewal field. Since last January, our office in Washington has been in daily touch with Senators, Congressmen, and the technical staffs of the two houses of Congress in supplying technical, factual information of one kind or another on the day-to-day administration of the various housing and renewal programs in cities throughout the country. I testified twice before the Senate on housing legislation and once before the House of Representatives. I had towering support in preparing this testimony from John Lange, Dan Shear, and Larry Cox. I felt that the testimony prepared for presentation by our Association was in all cases forceful, dignified, and to the point. We were complimented on our statements by the Banking and Currency Committees of both House and Senate. These committees relied heavily on our recommendations in the actual development of legislation. In all cases, our recommendations and our Association's position were technical and professional and not political.

Although the Administration did not consult with us as directly as Congressional leaders on its legislative program, there was a friendly and constructive interchange between NAHRO members from local governmental agencies and those from federal governmental posts, working through our Public Housing Policy Committee and the executive committee of the Redevelopment Section. The chairmen of these committees, Ernest Bohn of Cleveland and Lawrence Cox of Norfolk, respectively, met face-to-face with the Urban Renewal Administration commissioner and the Public Housing Administration commissioner to bat out every phase of federal-local problems. PHA Commissioner Slusser and former URA Commissioner Steiner, their staffs, and these two federal-local committees of ours have achieved a new and effective tool of public administration, invaluable in thrashing out the thorny problems of complex federal financial assistance to localities.

As I wrote in a previous column, I also testified on bills proposing the study of housing, urban renewal, and metropolitan problems and recommending the establishment of a department of urbiculture. And our colleague, Marie McGuire of San Antonio, testified in behalf of our Association on housing for the elderly before the subcommittee on problems of the aged and aging of the Senate Committee on Labor and Public Welfare.

Our positions on all matters before Congress were based on the policy resolution adopted by the NAHRO membership last October in San Francisco. Details of our position were worked out in conjunction with other professional groups, such as the American Institute of Planners, the American Institute of Architects, the American Municipal Association, and the National Housing Conference. An ad hoc committee made up of some of our members and representatives of these associations met frequently to exchange views and to develop a strong and intelligent position for the professional in housing and urban renewal. At time of writing this column, a third housing bill has been passed, which I sincerely hope has gone far enough toward meeting President Eisenhower's objections to the two earlier bills that he will not have to veto a third omnibus housing bill. [See page 315.]

Regional Meetings

A most pleasant adventure, or rather, series of adventures, during my term of office has been attending the various regional meetings. It is the annual privilege of your president to accept the invitations of the regional councils to participate in their conferences. These regional meetings are an opportunity to meet old friends, to see delightful parts of the country, and to get the feeling of programs in different regions. These trips bring home the fact that NAHRO's strength lies in the cities and regions of our country. Each regional conference had its special high spots.

As a Yankee, I had looked forward with great pleasure to the New England meeting in Newport, Rhode Island, and I found it well up to expectation.

I am a member, myself, of the Middle Atlantic Regional Council and was particularly proud of the job done on that conference, which was held at the National Housing Center in Washington and was addressed by Senator Sparkman and Congressman Rains and by Commissioners Slusser, Steiner, and Zimmerman.

The Southeastern conference was big and beautifully planned. It was held in Savannah, Georgia. We held meetings there of both our reorganization committee and our Board of Governors. This regional gathering was the second largest housing meeting of the past year in the nation, second only to our national conference in San Francisco.

I was impressed with the North Central meeting in Chicago and only wished I could have stayed longer. Chicago, with its 20-odd urban renewal projects, is always an exciting city in which to hold a meeting.

Kansas City, however, is another top locale and the Southwest meeting was extremely interesting. Program chairman O. O. McCracken broke up the hard work of regular sessions with one of the most entertaining luncheons I have ever attended. At this meeting, Marshall Amis, PHA regional director from Fort Worth, gave one of the best analyses of proposed federal legislation that I heard during the course of the year. It was fair, clear, succinct, and understandable . . . even to me.

The Fresno meeting of the Pacific Southwest Regional Council was the only regional meeting that pressing local business kept me from attending. Missing it was very disappointing to me . . . but I made up for it by attending an urban renewal workshop in Monterey, California in September.

I did attend the Pacific Northwest meeting in Seattle, which was held at the University of Washington. There was a fine banquet at this meeting, addressed by Bishop Bayne, retiring as a member of NAHRO and of the Seattle housing authority to accept the No. 2 post in the Anglican church in England.

I had been told by past NAHRO presidents that attendance at regional meetings was one of the

high-spots for them of their presidential careers. They told the truth.

Monterey Workshop

I mentioned the urban renewal workshop held in September in Monterey, California: an extremely successful and unusual meeting. The executive committee of the Redevelopment Section held its regular quarterly meeting in Monterey, first by itself and later with federal URA officials. Then renewal officials on the west coast—both the north and south regions of the coast—joined the committee for a three-day workshop. Many west coast renewal officials had been unable to attend our Madison, Wisconsin urban renewal meeting, so this workshop gave them an opportunity to dig into renewal problems with some of the old-timers on the Redevelopment Section executive committee.

I believe this inter-regional type of meeting might well be repeated in other parts of the country, planned to serve areas where there is a concentration of renewal activity rather than simply geographic membership areas. I don't feel that we would lose anything by staging such inter-regional affairs, since our present regional boundaries don't necessarily correspond these days with the regions of either PHA or URA. Such across-the-regional-border meetings would, I feel, bring economy of conference operation and an increase in interest, since such meeting would be larger than some of our present regional events. Travel costs would not be greatly increased and I think we would still preserve local autonomy.

Chapters

I am much impressed with chapter activity, although my firsthand knowledge of our grass-root operations this year comes mainly from watching the Potomac Chapter in the city of Washington. This chapter is a very active one and does a lot of thinking, talking, and recommending on housing and urban renewal questions. The monthly Potomac Chapter luncheons are always good, as are the chapter's evening workshops (I am referring to the intellectual, not culinary, fare).

Chapters, it seems to me, are a good way for NAHRO to stimulate day-in, day-out discussion and dissemination of knowledge in our field and to bring together our members without involving extensive travel and time off from work. Chapters are also an excellent forum for the discussion of particular local problems. We are proud of our two most recently organized chapters, the Chapter in Puerto Rico and the International Conference Chapter in the Buffalo-Niagara Falls area. We look forward to a new Northern California organization and a possible new Texas chapter.

T&M Section

The past year also saw significant contributions made by the Association's Technical and Maintenace Section. Under the leadership of Chairman Norman A. Crecelius, T&M provided housing authorities with additional practical "tools" for realizing greater efficiency in physical operations. A notable achievement that comes to mind was the publication in mid-year of *Maintenance Men Look At Housing Design*, a product of long and considerable section effort. The guidebook, I understand, has received outstanding acceptance in all fields of housing. Another achievement focuses on the Shirtsleeve Maintenance Clinic program. Following reorganization, the scope of clinic activity was widened to secure participation from local authorities in all parts of the country. Program results are exceeding expectations. Also significant are T&M contributions to the Annual Conference program planning for Cincinnati. These events, among other highlights of the section year, profited by the persistent, strong efforts of Mr. Crecelius, and certainly, T&M as a body.

NAHRO Representation

An occasion I particularly enjoyed participating in as your president was the annual meeting of the Community Planning Association of Canada, which I addressed in Montreal on September 16. This association is a very alive and active body of Canadian planning, housing, and renewal officials. It put on one of the best meetings I have ever attended. It was well organized and spirited. It was fascinating to learn that under the slightly different federal-aid program that exists in Canada, the problems of local autonomy, red tape, and just how to get the job done cropped up in just about the same form as they do in the United States.

There were a fair number of ceremonial functions in which I participated during the year on NAHRO's behalf—such as being on hand to receive a plaque from HHFA Administrator Norman Mason in appreciation of NAHRO's hospitality to foreign visitors. There were also a number of banquets and receptions in honor of various special occasions and dignitaries.

My wife, Lee, has shared with me the pleasure of the presidency, sometimes by packing *my* suitcase . . . and sometimes by packing her own and accompanying me. She agrees with me that the president's wife, like the president, has a few obligations . . . but opportunities of having some fun, too.

Unfinished Business

I had hoped this year that NAHRO might spearhead a study committee composed of the best housing and renewal minds in the country to recommend a new urban renewal and housing program to tide us over the next ten years. Such thinking could, of course, come out of a Congressional committee or at a White House Conference. Wherever the job is done, I hope it will be at the top level and will compare favorably with what was done back in 1944 by the subcommittee on housing headed by the late Senator Taft or by President Eisenhower's 1953 advisory committee on government housing policies and programs. It should probably be expected to do more than these earlier committees, because it would have more years of experience to evaluate and could benefit by the work of the many more communities now participating in the program. The establishment of such a committee through NAHRO's efforts must, however, be listed under "unfinished business" for 1959.

I have not commented on the work of our combined Resolutions and Program Study Committee, because, at the time of this writing, the committee had not met. We had resolved early in the year that the committee would not meet until the outcome of federal legislation was known. However, anticipating action by September 25, Chairman Bill Rafsky called his committee meeting for that date. This committee consists of mem-

bers of the Board of Governors and will recommend to the Board a program policy for our Association in the form of a resolution that will be submitted for adoption by the full membership at our Cincinnati meeting, if approved by the Board of Governors. You can judge what you think of the work of the committee when you see the program resolution on October 19.

I have no earth-shaking ideas for the future . . . but many suggestions, of which I will spare you all but two, for possible discussion informally at the annual meeting in Cincinnati.

First, I sincerely feel that taking on the NAHRO presidency is quite a heavy assignment for a single year for a man who already has a full-time, demanding job. I believe that he could accomplish more if his term were two years. This is what is proposed in the reorganization of the Association. Under this plan, more time could be spent on long-range projects, such as reorganization. And attendance at the seven regional meetings could be spread out over two years instead of concentrated into one fast moving year. I can make this suggestion without embarrassment, since the constitution has not yet been changed and I am limited to a single year myself.

Second, I think that some of our regions could profit by combining with others. I think that the New England and Middle Atlantic regions could combine; the Southwest and North Central; and the regions on the Pacific Coast. The Southeastern region is sufficiently large to equal any combination of any other two. These combinations could result in larger meetings and increased interest. Such a regrouping is a matter of local determination, of course, but worthy of thought.

In Summary

So . . . the above was roughly my year as your president. It was a good year and I thank you for the privilege of representing you. I understand far better now many of the warnings and many of the promises given to me by my able predecessor, Phil Tripp. I am looking forward with pleasure to transmitting these same warnings and same promises to my distinguished successor and I wish him as pleasant a year in office as I had myself.

John R. Searles, Jr., October 1959

Hints to the Housing Manager

Public housing tenants are getting together in all kinds of ways and in all kinds of places, as the following stories demonstrate, with results that mean more satisfactory living for them . . . and a much lightened load for management and maintenance staffs. Sometimes it's the tenants who initiate ideas for brightening up project living; sometimes it's management who takes the first step. Among recent devices being put to work to launch tenant activities are: citations, contests, come-see-for-yourself tours, clubs, as outlined below.

CITATIONS

Los Angeles. The city's staging of a Senior Citizens Week, May 17-24, served as the springboard for local housing authority recognition of its 327 oldster tenant families and their activities. Singled out for special honor was the oldest in their ranks—spry, 88-year-old William L. Cannon, who has been hard at work in volunteer service to new families moving into projects . . . service for which he was presented a citation of merit by agency Executive Director Howard L. Holtzendorff. Others honored with citations by the authority were four outstanding Los Angeles women, among them Mrs. Clara Humphreys —for "distinguished" service to senior citizen activities. In addition, the organized efforts of oldsters in behalf of project living also shared the spotlight. Said Mr. Holtzendorff in announcing the citation: with the "ever increasing number of low-income senior citizens . . . moving into housing projects, their organized activities are proving a great asset to the betterment of the community." One "outstanding" group cited: the "Keenagers" of Mar Vista Gardens. Says Mr. Holtzendorff: the group has conducted health surveys, aided less fortunate families, worked with project children . . . in short, "proving daily that the sunset years can be as productive as any other period."

New York City. A group of 140 tenants who have lived for 20 years at Red Hook Houses— the full span of the project's life—were in the forefront of citation ceremonies during the celebration in June of the development's founding. Citations were presented by Ira S. Robbins, authority vice-chairman, who was one among several agency officials, settlement house and welfare workers on hand for the occasion. Eighteen-year-old twins born in Red Hook Houses, who are now model youth leaders, spoke on behalf of tenants, voicing appreciation of the benefits of public housing. Following the exercises, one more ceremony was performed to highlight tenant activities: officials cut a ribbon at the entrance to the project's Riis-Red Hook Day Care Center for Older People—a new addition to the recreation facilities for oldster residents of the community.

CONTESTS

Jersey City. A contest that achieves a unique form of "togetherness" between tenants, management, and general community is the annual "Typical Mother of the Year" competition held in the eight projects of the Jersey City Housing Authority. Tenant mothers, project kids, the wives of commissioners of the authority, and local merchants all get into the act. Idea is for children to nominate mothers via letter entries, judged by commissioners' wives. The week of "Mother's Day," the results are announced. This year's winner was honored at a reception tendered by the commissioners; received a $100 wardrobe —gift of local merchants; took in a second reception staged by a merchants' association; was the star figure in an automobile parade, followed by public ceremonies.

Chicago. The Chicago Housing Authority uses the contest device liberally in its Good Neighbor Program, which went into its second year this spring. Competition operates on three levels: (1) among the authority's 31 projects; (2) among the authority's 18,400-plus families; (3) among its teenagers.

The project competition is based on year-round excellence of project appearance. The winner flies a blue and gold pennant from its flagstaff for 60 days—or until another project surpasses its appearance. Currently flying the flag, which went up in late August, is Trumbull Park Homes—newsmaker of several years back as the site of integration

problems (see June JOURNAL, page 219).

Incentive to win the "honor family" competition is the prize: a year's free rent. Money for the award, this year, as last, comes from the Sheil Foundation. Judging is done on the basis of family contributions to improved community life.

Newest of the contests sponsored by the authority—a "Top Teen in Public Housing" competition—got its start this year using $400 provided by Mayor Daley's Youth Foundation. Aims are to stimulate tenant youth leadership in community projects, extracurricular activities, good citizenship. A winner is chosen from among project teenagers in each of 12 areas of the city—with a top winner selected from the chosen group: $25 government bonds for the 12; $100 bond for the star performer.

A testimonial to the success of the whole "Good Neighbor" approach: this spring the over-all program got financing help with receipt by the CHA of a $5000 gift from the Chicago Community Trust foundation for use in carrying out the good neighbor idea. Authority plans call for monies to go into such things as prizes for project garden competitions, refreshments for local neighborhood programs.

Birmingham. "Good neighbors" are singled out for distinction in still another city: at the Central City project of the Birmingham, Alabama housing authority. The honor comes by election. Each month, friends and neighbors cast votes for a "Good Neighbor of the Month"—and once a year they select a "Good Neighbor of the Year." Votes are registered via the project newsletter. The basis for selection: general community good works. The newsletter announces the winners, with a record of their "good deeds" and color photographs of the "good neighbors" are put on display in project offices.

COME-SEE PROJECT TOUR

Los Angeles County. "Tenants arose in righteous indignation" when unfavorable publicity fell on their kids and project home. The result: a project open house that proved a real "eye opener for the public," according to The Housing Authority of Los Angeles County. The agency tells its story this way: actions of teenagers in the neighborhood of its 712-unit Carmelitos project resulted in adverse publicity for project kids and the project itself. Adjacent neighbors were becoming seriously concerned about what could happen because of the large number of children resident in the project.

As publicity statements got hot and heavy from both those trying to defend and blame the kids, the authority itself came in for public slamming: "In one instance even the physical facilities of the project were referred to as a 'slum,'" notes the agency. The device decided on as best for answering charges: an open house. Tenants joined "wholeheartedly" in the venture. Notices were carried in the local press; invitations went out to public and quasi-public agencies dealing with the authority. Meanwhile, tenants worked with management to keep facilities and grounds at peak appearance. Thirty-five families volunteered to "show off" their homes. Also, three vacant apartments were held open for viewing.

Came open house day and county-supported facilities—a health center, a nursery—were also opened for public inspection, along with authority offices and maintenance shops. County-assigned recreation leaders conducted games and a program of group singing and dancing. Prizes and awards were donated by local merchants.

Upshot of the event, according to the authority—small expense, amounting to 23 days of vacancy loss in holding unoccupied apartments—but a real bonus in public relations. Further, notes the agency: "the occasion has been most worthwhile in improved landlord-tenant relations resulting from the joint venture."

CLUBS

New York City. The New York City Housing Authority is out to promote tenants' groups and "do it yourself" efforts to provide for "creative living" in all its 86 developments. Ceremonies in August kicking off a "Keep Farragut Clean" campaign that was initiated by a men's club in Brooklyn's Farragut Houses were used as the occasion for announcing the new policy. Characterizing the new approach, NYCHA Vice-chairman Robbins hailed the Farragut effort as symbolic of what can be accomplished by tenant groups. The club is "embarking on a door-to-door campaign to encourage each tenant to help keep the community the kind of place that everyone will be proud of," he noted. On other counts, said Mr. Robbins—"tenants can help greatly—more than rules and regulations—in combatting the slovenly housekeeping and misconduct of the three per cent who cause most of our trials and tribulations."

Detroit. A tenants' club operating ing in Detroit's Brewster-Douglass Homes has "self-improvement" as its goal. Known as the United Mothers Civic League, the club says it's out to perform services that are both "interesting and beneficial." At meetings held one evening each month, the league has staged self-improvement courses; featured movies, speakers, demonstrations on a variety of topics. Last winter, the club sponsored a baking contest and called on project staff members, health department workers, and welfare agency representatives to handle the judging.

PUBLIC RELATIONS—

(Continued from page 331)

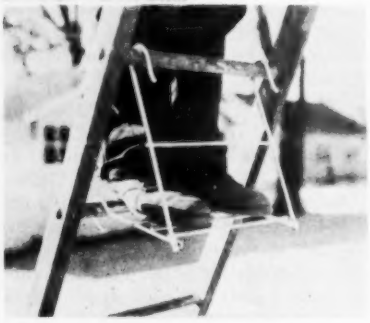
with agency staffers on ideas for what is known as the West End General Neighborhood Renewal Plan and then invited a newspaper reporter and a radio news commentator to sit in on sessions of the group. The result, according to John Hirten, director of the redevelopment agency: "excellent" news coverage and reporting of renewal events.

—The chamber of commerce has agreed to use its mailing list of 1300 to distribute any important renewal information—a fact that is enabling the redevelopment agency to broaden understanding of renewal activities among business leaders.

—Evidence of the outstanding relationships developed with local realtors is the fact that at three recent luncheon meetings, realtors put urban renewal in the limelight, particularly with respect to how the realtors could help promote the program and what they stand to gain from it. At one of these sessions the redevelopment agency got the red-carpet treatment—in inviting its members to attend, the realty board put it this way: "Meet the staff that has gained the reputation NATIONWIDE for outstanding work, for having done in 20 months what it took three to seven years to accomplish in other cities. . ."

New Maintenance Products

LADDER PLATFORM



A feet treat: that's what *Ladderest* provides maintenance men working for long hours on ladder rungs. A sturdy working platform for the feet, the unit eliminates arch and instep troubles, lessens fatigue, and makes for greater all-around maintenance efficiency.

Made of rust-protected, cadmium-plated steel rods, the *Ladderest* is designed for use on any wood or aluminum ladder. Attachment and use is simple, says the manufacturer: the unit "folds" open to fit the gap between any two ladder rungs, hooks clamp over rungs, and the ladder is secured and ready for use. Since the unit sets out of the way, it does not interfere with climbing or descending of the ladder itself. Any number of *Ladderests* can be used on the same ladder or units can be quickly and easily moved from rung to rung, using one hand.

As an aid to the maintenance job itself—platforms can be used as shelves for paint buckets, tools, other maintenance items.

Finally, there's a storage feature: units store easily by folding down to a small compact size.

Write: Rockford Fastener Company, 108 Lawn Place, Rockford, Illinois.

FIRE RETARDANT PAINT

"Intumesce," according to Webster, means to enlarge, swell up with heat—to bubble up. That's the key to *Intumescent Fire Retardant Paint* and what happens when fire and intense heat hits a surface protected by this coating.

Until fire strikes, the paint is said to provide an attractive, washable finish. Then comes a blaze . . . and the paint goes into action to provide a fire barrier between the flames and combustible materials. Here's how it works: on exposure to high temperature—between 300 or so degrees Fahrenheit—the paint quickly puffs up into a tough, non-combustible insulating mat that holds fire away from the covered surface, retarding firespread and preventing heat penetration to the inner surface of building materials. Results are not only fire protection and elimination of firespread hazard—up to 90 per cent—but also protection against structural failure . . . all at a nominal painting cost, says the manufacturer.

Paints are available in a variety of colors: greys, greens, yellows, browns, blacks, whites; also, as exterior and interior oil- and water-based finishes. Formulas include ready-mixed flats, semi-glosses, and clears for a wide range of surface applications, including uses on wood, fibreboard, plywood, acoustical tile, steel, iron, aluminum. The number of coatings applied—it's either brushed or sprayed on—determines a coating's fire resistance. Also, the word is that wall washing little affects protection offered during the 10 to 15 years of service that's made possible with the coating. The paint line carries the approval of seven testing firms, including Underwriters Laboratories.

For additional information, write the Albi Manufacturing Company, Inc., 98 East Main Street, Rockville, Connecticut.

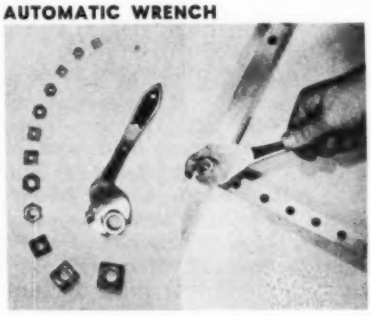
RUBBER WINDOW SILL

The picture points up what's happened to the familiar rubber stair tread: it's been adapted for use as a low-cost *Rubber Window Sill* . . . a neat approach to the fixing-up of deteriorated metal and wooden sills. Besides, says the manufacturer—treads offer durability, easy installation and maintenance: surfaces are impervious to water and to permanent scratches from window washers' gritty shoes.

In use, the *Rubber Window Sills* are said to be easily applied to wood, steel, plaster, or any dry smooth surface. Notes the firm: if radiators are mounted beneath sills, the treads can be easily cut to permit a precise fit for heat louvers. An added feature: sills and floor colors can be matched out of the selection offered.

Write: the R.C.A. Rubber Company, 1833 East Market Street, Akron 5, Ohio.

AUTOMATIC WRENCH



Billed as the "world's first automatic wrench," the *Flikit* lays claim to some really unique working feats: placed over any shape nut such as those illustrated above, the tool tightens and loosens them via a flick of the wrist. No finger tip or manual adjustment are necessary, says the manufacturer. Wrench jaws open and close automatically with a turning of the handle. Upshot is that its design and one-hand operation make the wrench an ideal tool for working in tight places. Also, one tool—or the inclusive set of three—eliminates the necessity of having a complete set of ordinary wrenches.

Another feature of the *Flickit* is its rugged construction: made of ground and polished forged steel, the wrench is said to be as strong as it is light. *Flickits* handle all types of hex or square nuts; wrench jaw openings for the set of three tools are 3/16- to 5/8-inch; 3/8- to 1 1/8 inch; 9/16 to 1 9/16. Tools can be purchased individually or as a set.

Write: The Custanite Corporation, 1228 Utica Avenue, Brooklyn 3, New York.

New Construction Products

EROSION CONTROL MATTING

Just out . . . a new approach to getting grass started and stabilized on ditches, waterways, steep slopes . . . in short, areas where seed and soil won't stay put due to washouts and erosion. The agent is *Soil Saver*: a jute matting. It's laid over the prepared seedbed, anchored, and covered with seed and soil. In a few months—and despite severe rains—the seed sprouts into a thick bed of grass. And a year or so later, the matting rots away completely.

Says the manufacturer: while *Soil Saver* is something of a miracle-worker, it requires proper installation to be really efficient. Steps in the use of the matting go like this: first the seedbed is shaped and smoothed down—free of protruding rocks and sticks, which lead to undercutting of soil and seed; next comes seeding or sprigging, without mulching. (Seeding can be done before or after the laying of matting.) Finally, the jute is laid and anchored in place using small pegs or wire "staples." Nature then takes over to produce the desired grass bed.

In one installation noted by the manufacturer, *Soil Saver* stabilized a pesky waterway in five months—with better than 90 per cent survival of grass reported, despite severe rains falling during the growing period.

Available in 75-yard rolls of 50-inch width, each roll of matting covers about 100 square yards. Approximate delivered cost per square yard, figured on the basis of three roll shipments: 15 cents.

Write for additional information to the Ludlow Manufacturing & Sales Company, Soil Saver Division, P.O. Box 101, Needham Heights 94, Massachusetts.

PLAYGROUND TOPPING

With *Saf-Pla*, kids get "bounced" instead of bruised . . . the object of a rubber surfacing material designed for topping of playgrounds, totlots, and related traffic areas as a way of reducing injuries to youngsters through falls and tumbles. Easy to apply, the material is used over blacktop, concrete, asphalt, or other materials. Made for easy maintenance, *Saf-Pla* is said to remain permanently soft, to resist scuffing and weathering—including damage resulting from severe winters—and to stay put once it's laid in place.

In essence, *Saf-Pla* amounts to a specially treated rubber formed into pellets. In combination with asphalt, the pellets form a grey-black, soft, permanent mat that can be rolled into place much like regular asphalt or other street toppings. Says the manufacturer: most any experienced blacktop or asphalt paving contractor can do the job using a small concrete mixer, rakes, and a power roller.

Saf-Pla's installation usually calls for the application of material to a ½-inch thickness. Material comes in two types, both packaged in 50-pound bags: first a coarse material is applied, followed up by a fine grade sealer. According to the manufacturer, 50 pounds of coarse and 5 pounds of fine material covers approximately four square yards . . . at a rough estimate cost of $2.25 to $4.50 per square yard, depending on geographical location, local paving costs, size of area to be topped. Samples of the material are available on request to the manufacturer.

Write: U.S. Rubber Reclaiming Company, Inc., P.O. Box 365, Buffalo 5, New York.

CHANGES, CHANGES, CHANGES . . .

these may be a nuisance at times . . . and then again, a change from tradition may be for the better. That's what is hoped for in the JOURNAL's changeover to having readers write directly to manufacturers for information and literature on items appearing in "New Products" pages. In effect since June, the change is aimed at reducing the time lag between the readers' mailing of inquiries and receipt of materials.

And in writing firms, please don't forget to note that the product appeared in the JOURNAL OF HOUSING, 1313 East 60th Street, Chicago 37, Illinois. Inclusion of this notation should stimulate manufacturers to advertise in the JOURNAL. And if a purchase results from an inquiry, a further "plug" for a JOURNAL ad should do the trick. *Your* "JOH" appreciates *your* cooperation.

Free Literature

ELECTRIC HEATING

Of interest to development personnel and to architects considering the installation of electric heating systems—the *Electric Warm Air Heating Manual For All-Season Comfort* amounts to a handy reference on the general subject. Contents—16 pages of text and illustrations—include dwelling insulation requirements; fresh air, humidity, condensation factors related to such installations; calculating heat losses; an explanation of electrical terms for use on an electrical power conversion chart in determining requirements. Also included: comparison of electric furnace heating with other electric types; a method for estimating annual kilowatt hour consumption; an outline of degree days in 48 states and major cities for use in estimating fuel costs. References to additional reading materials are cited.

Write: Heating & Air Conditioning Division, Majestic Company, Inc., Erie Street, Huntington, Indiana.

PRODUCT CATALOG

The *Horn Construction Data Handbook* is a 160-page, pocket-size book that combines the idea of a handy reference-catalog of a wide range of construction and maintenance products with extensive technical reference information. Thorough product descriptions include advantages, use, application of materials. Technical information includes tables and charts for estimating quantities of materials required: concrete, mortar, brick, plaster; paints; lumber; etc. Also includes tables on weights and measurements; container measurements; building material weights; methods for measuring flat surfaces, stacks, tanks; and a variety of maintenance and construction hints.

Write: A. C. Horn Companies, Building Materials Division East, 750 Third Avenue, New York 17, New York.

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Personnel Exchange

POSITIONS AVAILABLE

A111—Executive Secretary
The Better Housing League of Cincinnati and Hamilton County, Inc. has available the position of executive secretary. The 44-year-old citizen housing and planning agency—it's the second oldest in the country—is supported by the Community Chest and has a membership of over 5000 and a staff of six. League program involves citizen education and securing support for planning and zoning, urban renewal, a stronger housing code and code enforcement, public housing, relocation housing. Also involved are programs of housing for elderly and community organization. The agency has recently received a foundation grant to finance a two-year community organization project designed to develop citizen participation in urban renewal. Salary: $9000 to $11,000, with one month's vacation. Apply: Dr. Henry W. Ryder, President, Better Housing League of Cincinnati and Hamilton County, Inc., 312 West 9th Street, Cincinnati 2, Ohio.

A112—Planner, Coordinator (2)
The Mon-Yough Conference on Community Development, based in McKeesport, Pennsylvania—hub of a heavy industrial region—and working in that city, Allegheny County, metropolitan and adjoining county areas, is recruiting for two staffers. Candidates will work on a comprehensive, ten-year, 20 million dollar program for urban and regional development planned by the non-partisan, privately-financed citizens organization. Involved in the program are projects in city and regional planning, economic studies and research; planning and liaison work on going and pending redevelopment-reuse and neighborhood renewal programs in the city proper. Specifics of the long-range plan: creation of a comprehensive development program for McKeesport, covering over 211 acres, including business district; updating of codes, and enforcement; liaison on a going state-federal highway program study; flood control; provisions for recreational, cultural, educational facilities and industrial expansion. Specific project execution will be done through existing authorities—redevelopment, housing, transit, parking. Posts available are:

Planner—to work on broad aspects of the over-all program and specific projects. Qualifications: master's degree in city planning, three years' experience, preferably in renewal. Salary: $7500 plus, depending on qualifications.

Renewal-housing coordinator—to work on reports, applications, economic and sociological studies pertaining to acquisition, disposition, relocation, property management; liason with community groups. Qualifications: degree, preferably master's; experience in redevelopment administration, urban research and planning. Salary: $6500 plus, depending on qualifications.

A113—Renewal Administrator
Dayton is recruiting for an urban renewal administrator to head up its 13 million dollar renewal program in East Dayton. Involved are 750 acres—70 slated for clearance, the balance for rehabilitation. Job duties include acquisition and disposition of substandard properties, relocation, site improvement, redevelopment, other administrative duties. Job requirements: knowledge of federal program regulations, ability to work well with businessmen, citizen groups in executing the program. Qualifications: degree in law, planning, engineering, or architecture; eight years' experience in public administration. Salary starts at $10,036, goes to $10,808 after three years. Apply: Herbert W. Starick, City Manager, Municipal Building, Third and Ludlow, Dayton 2, Ohio.

A114—Renewal Planners
Planning and Renewal Associates, with offices in Cambridge, Massachusetts and Augusta, Maine, is seeking experienced, capable staffers to do independent professional work on local redevelopment and urban renewal programs and projects. Candidates should have a complete knowledge of Title I planning activities. Also, they should be interested in working primarily in the New England region, but not adverse to travel within or outside of the region. Requirements: experience cited; background in engineering, preferred. Salary: commensurate with ability and experience. Interviews can be made during NAHRO's Annual Conference in Cincinnati. Apply: Robert F. Rowland, Planning and Renewal Associates, 18 Eliot Street, Cambridge 38, Massachusetts.

A115—Executive Director
The South Norfolk Redevelopment & Housing Authority has available the position of executive director. Created in 1950, the agency operates one 300-unit locally-owned housing project and one 100-unit federally aided development. Its urban redevelopment program involves two areas, each of approximately 34 acres; one is in the loan and grant stage; the other is in the survey and planning phase. Job qualifications: degree in planning, business administration, or related fields desired; relevant experience can be substituted for formalized education. Salary: open, depends on qualifications. Submit applications before November 15 to: C. T. Goodwin, Chairman, South Norfolk Redevelopment & Housing Authority, P.O. Box 5005, South Norfolk, Virginia.

POSITIONS WANTED

W53-Male, 37—Urban Renewal
Candidate, present head of redevelopment in a city planning department, seeks a new position in urban renewal, preferably on the west coast. Background includes two years' supervisory experience on workable program, feasibility survey, applications for survey and planning, eligibility and relocation reports, work with Section 221 housing. Experience has also covered work on quarterly reports, requisitions for federal and city agencies. Candidate will be available for interview during NAHRO's annual conference in Cincinnati.

PRIME AND PERTINENT

Prepared by Marion Massen

PICTURES IN ANY PUBLICATION—from newspaper to annual report make readers look at the printed message. Sometimes pictures can even serve up the message completely, without a word written down. But not everyone knows how to secure *good* pictures.

Pictures Tell the Story, a new pamphlet of the National Publicity Council (see listing) is an advice book for health and welfare agencies, also applicable for housing and urban renewal agencies, on the "how"and "when" not only of getting the effective photograph but of getting it used in print. Written by Daniel Ransohoff, formerly in public housing in Cincinnati and now community services director of the city's family service agency, the book carries a large number of photographic examples, all taken by Mr. Ransohoff. As a photographer, he explains precisely why he took the pictures and used them as he did. In the text part of the book, which comprises about half the pages, there is useful, practical counsel on how to choose the right subject matter; how to aid the photographer (and when to leave him alone); what to expect to pay him; how to reproduce photographs for distribution, enlargements, and slides; how to care for and control negatives and prints; also advice in the matter of releases and confidentiality.

Mr. Ransohoff stresses the importance of the "human side" in photography for the health and social welfare field—a point that clearance and redevelopment and even public housing agencies often seem to forget—but emphasizes some important "don'ts," such as not overcrowding, keeping grins off camera, and not faking a heart-rending situation unless it documents something that *did* happen or exist.

Though most every "how to do it" book leaves some things unsaid or assumes some basic knowledge and understanding of trade-talk by the consumer, this one has a minimum of such deficiencies. But, if the reader finds something he doesn't understand or needs elaborated, we feel sure he can just write Daniel Ransohoff and count on an answer.

NEW FOR RIS SUBSCRIBERS

Special mailings to full-rate subscribers to NAHRO's Renewal Information Service during the past month. Copies may be available to others directly from originating source.

STATEMENT OF JOHN R. SEARLES, JR., NAHRO PRESIDENT, BEFORE THE SUBCOMMITTEE ON HOUSING OF THE COMMITTEE ON BANKING AND CURRENCY OF THE UNITED STATES SENATE, July 30, 1959. 12 pp. NAHRO Washington Office, 815 Seventeenth Street, N.W., Washington 6, D. C.

URBAN RENEWAL: A PROGRAM FOR PROGRESS. City of Mount Clemens Redevelopment Department. Undated. 20 pp. City of Mount Clemens Redevelopment Department, 169 North Walnut Street, Mount Clemens, Michigan.

UTICA, NEW YORK: Redevelopment Project Number 1. Folder. July 1959. 4 pp. Apply Ray B. Martin, Director, Department of Urban Renewal, Ainsworth Building, 18 Pearl Street, Utica, New York.

THE CAPITOL PARK APARTMENTS. Advertising brochure. Undated. 8 pp. Shannon & Luchs, Management & Leasing, Washington, D. C.

FOR TMIS SUBSCRIBERS

Special mailing to subscribers to NAHRO's Technical and Maintenance Information Service during summer months. Copies may be available to others from sources shown.

HANDBOOK OF SAFETY CODES. Fire Equipment Manufacturers' Association, Inc., One Gateway Center, Pittsburgh 22, Pennsylvania.

SORPTIVE DUSTS, by Walter Ebeling and Robert E. Wagner. Reprint from *California Agriculture*. 1959. 7 pp. Some additional copies available free, as sample of TMIS service, from National Association of Housing and Redevelopment Officials, 1313 East 60th Street, Chicago 37, Illinois.

How to control drywood termites, cockroaches, and similar pests with materials nontoxic to people and pets.

PREPARING SPECIFICATIONS FOR TURFGRASS ESTABLISHMENT, by H. B. Musser. In two parts, 8 pp., dittoed. $1. TMIS, National Association of Housing and Redevelopment Officials, 1313 East 60th Street, Chicago, 37, Illinois.

RELOCATION

LOCAL STANDARDS FOR DETERMINING ACCEPTABILITY OF REHOUSING RESOURCES. AB-4-58. 1958. 8 pp. Urban Renewal Administration, Housing and Home Finance Agency, Washington 25, D. C. Free on request to URA.

In simple terms, a definition of standards a local public agency should consider as criteria for relocation purposes.

TITLE I SLUM CLEARANCE PROGRESS (New York City). 1958. 32 pp. City of New York Committee on Slum Clearance, Randall's Island, New York 35, New York.

Round-up, as of July 1957, of projects in the largest and furthest advanced slum clearance program in the country, which on the re-use side, has a growing number of cooperative developments planned with union groups.

PUBLIC RELATIONS

PICTURES TELL YOUR STORY, by Daniel J. Ransohoff. 1959. 52 pp. $1.75. National Publicity Council, 257 Fourth Avenue, New York 10, New York.

See introduction.

PAMPHLETS: HOW TO WRITE AND PRINT THEM, by Alexander L. Crosby. 1959. 32 pp. $1.25. National Publicity Council for Health and Welfare Services, Inc., 257 Fourth Avenue, New York 10, New York.

Author Crosby, who has produced many outstanding annual reports for housing and redevelopment agencies, reveals some of his trade secrets well worth listening to. Tells also how to estimate space, choose type, and in general how to put life into small printed communications.

GENERAL

THE MUNICIPAL YEAR BOOK, 1959, edited by Orin F. Nolting and David S. Arnold: 1959. 606 pp. $10. The International City Managers' Association, 1313 East 60th Street, Chicago 37, Illinois.

Twenty-sixth annual gathering of facts about government in cities of the United States—the one reference book of its kind published. Of particular interest to JOURNAL readers: data on administrative organization for urban renewal for 250 cities over 5000 population and a review of developments in housing and urban renewal by John D. Lange.

URBAN RENEWAL

FUNCTIONALISM REVISITED, by Michael von Moschzisker. Address to the Annual Meeting of the National Conference of Editorial Writers in Philadelphia, October 1958. Folder. Free on request to Redevelopment Authority of the City of Philadelphia, 1818 Rittenhouse Square, Philadelphia 3, Pennsylvania.

Plea to journalists to plant idea that city redevelopment should draw on the artist's talents to raise the architecture and the planning to a level of visual impact and personal enjoyment—while being functional and of economic benefit.

APPRAISING

REAL ESTATE APPRAISAL PRACTICE. 1958. 694 pp. $10. American Institute of Real Estate Appraisers, 36 South Wabash Avenue, Chicago 3, Illinois.

A cross-section of current appraisal thinking in 58 articles that originally were lectures at the Appraisal Institute's Silver Anniversary Short Courses, presented in Chicago in 1957. Includes 15-page chapter by Philip Kniskern on "Re-use Land Utilization Studies and Advisory Consultation."

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NEW YORK REGION—The Cincinnati Window Shade Company, 17 East 8th Street, Cincinnati 2, Ohio. J. Sontag Glass & Shade Company, 3414 Third Avenue, New York 56, N. Y. and Weiss & Klau, 462 Broadway, New York 13, N. Y.
SAN FRANCISCO REGION—Maiden Shade Company, 3323 East 14th Street, Oakland 1, California.
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